Temperature rage：todany 60.76 ．
Sunday 63 －51．Detaila on paga 61.
20 CENTS

Moynitai $\mathrm{O}=$ Ethide Epiclares：
nda charciton iter F．Mondalie，the Dembo
esideotial riomuee，spent esideotial nominee，spent York，toncoing base with
ty＇s elhnic groupse－jews，
and Chinese．in giont $a$ and Chinese
campaigring． wely day to be outdoorss
vezy with temperatures in hat＇s－where Mr，Mondanle
 aldyn to shate hanis．with ＂Jewish Market Waiking
our or so at the Blitmore
hapatan to rest and ．meet
 Street in Littre Italy，：and
 nd visit to New York City
Jimmy Carter，the Preseiden－

昆首男
 because of its guaranteed thie start：of tas six－day camo he Nor theast and mitioest ＇s Consumer Chief Attacked Weak Protector of the Public

 WORICRECTS Burden on Rich and Big Business

## 




 would favor ziving＂greater tax relief




ca，progress has been made on the Riode

## stepred up in smlth regime．

．Srath Leaves for Sallshury He spid that Mr．Smith，who had been
eagery sesing a meeting wilh Mr．Kis－
singer bedin eagery．seeking a meeting wilh Mr．Kis－
singer，bad heard and discussed d the Brit－ ishhameerican pland，whisca is backed by
black African states，and had left tonleht black African statese，and had left tonight
for salis sury to report to top leaders in
toe Rhodesian capita． IR m salthffed dthat．Mr．Sminh＇s close
collaborators will report favorsbly to
 breakthrouzh had been achieved on
Rhodesi－somelhing that bad not beeo anticipated when he：ieft Washingtoo
seven days ago．He declined to call $1 t$ eveven days ago．He declined to．call $1 t$
that asserting hat ohviously fi progress that，asserting that onviously lf proeress
baid bot been made ithere would－．neth－
ing to report to the Rhodesiao Cabinet



##  <br> FUND OF TEAMSTERS

Move by 6 Called Effort to Blunt Three Government Investigations

## by lee dembart

buet



SWEDSH SOCALLLSTS LOSE TO COALITION AFTER MYYEAR RULLE

SOCIAL PROGRAMS TO BE KEPT
Falldin，Head of Center Party Expected to Be New Premier－ Palme Steps Down Tomorrow
by bervard wentraus
STockioum Mo monday，sept 20 ， Sweden＇s Sociai Democratic parys，archi
tect of one of the most adranced
 carly today by a，
Socibisist parties．
 opposition parties ended more than four
defades of Social Democratic rulc in
Sweden on
Mr．Palme． 49 yerrs old，said that he
would
start the conssurtional proce of resiging his post tomorrow．wwe said Mr．Palme，who seemed sbaken． Referring to to me opossition he ne Ijijected，
now they have got to show that the can do it．＂
This was accepted by Government offl－
cials as a concession of deteat．
High Taxes a Campaign Issue
Mr．Paime continued：＂We will continue
to be a drving force in Swedish polturys We＇ll give them a chance，let them carry
out what they promised all this stut about cuttiog taxes． Voter returns－Indicated gains for 4 mo oderates non－Socialist parties，the paigned strongly axes，the growth of bureaucratic power he increased leverage of labor uoions
end the centralization of Party leaders iodicated．however，thal the advanced soclal welfare programs． education，unemployment and childcaic Denocratic rule．
The oew Prime Mlinster is expected be Thorbiome Falldin，2 plpesmodin Center Party，the secood largest political group in tbe oatioo with a wide constitu－
ocy io rural areas ind among the prban eocy io rurs
middle－class．

Nearly 6 miilion Voted
＂Non－Socialists will find this highly to－
vigorating．＂．Mri．Falldin sa：d early this norning over natioowide television＂It＇s questioo of decentraliziog Governmeo It ail takes turce．ike steering a big ship．
Nearly six million people voted
orrongout the bright chity．day in one． of the closest electins in lec Analysis of voier trands tonight iodi－
cated that the uree－party nonsocialist coalition was galhering more thao sl per－
cent of the votes，whike the Socialist bloc －ent of the vous，wincludes the Communists－were picking up about 47 per－ceot．
In parliamentary terms．this meaos that
tbe non－Socialists will win 180 seats，five
more than a majority．Ttre Socialists are more than a majority．There Socialists are
expected to bold 169 seats．
 oo－17S atalemate between the two blocs and critical iasues had to be decided by
lot．To avert．parliamentary deadlock In antinved on Page 10，Column 3

## Polish Church Asks

## Support for Regime

In Economic Efforts

WARSAW，Sept 18－The powerfu Roman Catholic Church in Poiand has
appealed to the country to support Gov erment attempts to resolve a tense eco oomic crisis．
The move，
Than ever before in the ton much farther Unan ever telore in he torticate dealing
betreeen the Catholic bierarchy and the
Cone Communist Government，reflected grow ing cooperation aod mutual dependence
between the two antagonistic pillars of the country．
The episcopale issued its appeal in a
communique dated Sept． 10 and ordered it to be read in all churcises．But Govera－ ment censors，in a move symptomatic of the delicate relationship and the difficult appesi to he published in the mass media A section of the commonique，calling on the Government to grant amnesty to
people arrested and sentenced after $\mathbf{~ T i o n}$ peoper a plao to iocrease food prices last June，was excised．
［In a statement read in churches sun－ day，Poland＇s Catholic bisinops protest－
ed the censorship and condemned what ed he censorghip．and condermed，Reul
they called Godiess propaganda，Reu－
ters reported＂t is ters reported．＂It is impossible to re－
Continued on Page 9, column 1
FORMIRR THAI LEADER RETURNS TO BANGKOK：Thanom Kittikichom，the former military dictator，in a Buddhist temple yesterday，where he was
ordained a modk He defied a request to 臫ain in exile in Singapore．Page 8 ．






THE NEW YORK TIMES, MONDAY, SEPTEMBER 20, 1976

## TEAK SALE

Goodwood's beautiful grained teakwood servers. 7-pc. salad set.
 Reg. 42:50, now 27:00
Carving board. $21^{\prime \prime} \times 12^{\prime \prime}$. Chirome holder. Reg. 20.00, now 15.00. Gift Shop,
fourth floor
Fifth Avenue and branches.


## TABLE SALE

Four folding tables with storage rack. Vinyl-coated tops resist mars, alcohol. By Artex. Pecan finish. reg. 45.00, 14x16x21", now 36.90
Pecan finish; $14 \times 20 \times 26$ ", reg. 50.00 , now 41.90 Burnished agate,
$16 \times 19 \times 26^{\prime \prime}$, reg. 80.00 now 68.90
Gift Shop, fourth floor, Fifth Avenue and branches.


Vorster, 'Honest and Blunt,' Said to WinKissinger's Respect Ry JOHN F. BURNS
Sponder to mie nem Pork Thes



When gin was perfected in Enğland it was named Beefeater

## BEEFEATEI

4

detimisp


Mostly biftersweet on ofield of rich, dork brown. Two pretty woys to eose into foll. The zip-front
tunic fop over o pull-on skirt or the tunnel-waisted dress with zippered front ond drawstring tie. Each,





| Learn Woodworking <br>  LearnWoodcairving Intin <br>  LearnFramemalking <br>  Woodsniths |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |



JOOC Third Avenue, New York: $355-5500$ Opentate Monday ond Thursdoy gue

depinsizp

## om $E_{\text {xile }}$

|  |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



The paddleback is back.


FROM HAPPY TIE
Three cheers for a great American tia. Back in style and bigger than ever. With a very slight diagonal pattern to it Your tweeds and vesteds will bless you. It comes in black, banker's grey, oxford grey, crema, dark navy, postman blue, burgundy, chocolate, rust, chamois, taupe, maize and hunter gree For only $\$ 6.50$.
Next, to go under the tie, Nawaway's classic button down. $100 \%$ cotton oxford cloth. In blue, white and natural. 141/2-17. Then, another classic. A sterling silver and gold filled collar pin. But. This time you use it as a tie bar.
The classlcs have returned. Welcome back, paddleback.


Wehonor the Americin Express $\mathbf{9}$ 57TH STREET. 40 Broanwav

|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## TEACHERS!

Check job offerings in The Waek In Reviaw (Section 4 ) every Surday and in the "About
Education" news and -advertising taatura every Wednesday.)


SWEDSH SOCAIJSTS Losif cocalition
$\begin{aligned} & \text { The The caimpaig pitted Mr. Palme, } \\ & \text { shar-togyued inteliectuat who became }\end{aligned}$
$\begin{aligned} & \text { She leaders of the three oppositlon } \\ & \text { pertied } \\ & \text { IThese were Mr. Falldin, an earthy. }\end{aligned}$
$\begin{aligned} & \text { an articulate spokesman tho sought to } \\ & \text { demonstrate that a liberal policy. was a } \\ & \text { and }\end{aligned}$
$\begin{aligned} & \text { men, senior civil servants and the armed } \\ & \text { forces. } \\ & \text { Mr. Bohman and Mr. Ahmark, ' wbo }\end{aligned}$
$\begin{aligned} & \text { Mr. Bohman and Mr. Ahlmarr, ' wbol } \\ & \text { stressed in the campaige that the } \mathrm{Swedish} \\ & \text { Government must take a stronger pro. }\end{aligned}$
$\begin{aligned} & \text { Government must take a stronger pro } \\ & \text { Isrand position are expected to heve } \\ & \text { Cabinet posts and play key roles in the }\end{aligned}$ oew Goverument $\quad$. The election campaign itself was domi-
nated by issues that ranged from the lorg
period of Social Democratic evule and the

 of industry if he won a mandate in the
election:










 percent of their pretax profits every year
年 the fornu. of company stock toto union
ocotiled funds. It is estimated that the
plat


SwedenSaid to Be Secretly Bup U.S. Satellite Pictures of 14


# Altman＇s offers you 95 ways on this page to color up your home， 

 and 50 of them are at lush savingsSave a cushy 7.00 per．sq．yd．ón our super－plush broadloom，this stock oniy 20.00 sq．yd．installed．

If full rolls would be 27.00 sq．yd．installed．${ }^{*}$ You save，due to a special purchase of short rolls．As you know，Altman＇s excels in its diverse selection of pluish broadloom．This plush shown， is one of our most huxurious，sophisticated choices．Practical as well as thickly textured，it＇s durable because of its extra heavy weight，lush density and rich texture．．Heavy cable nylon face yams in á spectrum of 16 shades：Ching gold， chiffon blue，ivory bisque，Persian gold，mandarin orange， more．All 12 ＇wide Also available in room sizes：


Save on the mini－shag appeal of＂Calypso＂nylon
Prefer a more rugged touch to your home？ Save on our multi－level acrylic loop，this stock only． 18.25 sq．ydq．installed

Reg． 14.75 sq．yd．installed＂A ternicic bet for setting up your first home，or a sound，practical choice for your spare room， or ski house．Our multi－colored soft tones and solid colored broadloom is durable，dependable，masks footprints for carefree living．And best of all，next to its 16 brilliant colors， its easily maintained．Imagine cloud white，henna，fawn， whisper green，blue calm，more，transforming your room．All 12 ＂wide，you can buy＂Calypso＂in room size rugs，also， bound all around．For example：


If fuil rolls would be 22.00 sq．yd．installed：A short roll special purchase passes these savings to you．Just the broadloom to buy for hard－use areas．P．erfectly at home in Colonial settings or in a rough and tumble boys＇room，or rumpus room．Acrylic face yarns shed soil and are easy to clean．Select them from 18 colors，like Yuma beige，Dubonnet，India spice，ember tones，oaken beige，red radiance，more．12＇wide．Also pick it in handy room sizes，too，bound all around．

| 12x9 | If full rolls would be |  | e |
| :---: | :---: | :---: | :---: |
| 12x9 | 233．50 | ．188．50 | 45.00 |
| $12 \times 10.6$ | 230700 | ${ }_{2188}$ | ${ }^{52} 50.50$ |
| $12 \times 13.6$ | 345.25 | 277.75 | 67.50 |
| 12X15＇ | 382.50 | 307.50 | 75.00 |

Other sizes available at comparable savings．

．．．
s of tonced compliance are ausands of employers，wh kers for hair that reach hair．
pappoition New Democratic
nowncedi such mpers on physsical freetom and
uman ribats． uman rights．
 an men to cut off ponytielty Ing press agency reported re


 more than
nd prosest
is the sont Io airwave
Rom dode
e end Mrs．
ene．＂
forms of fen．and＂W courraged as are open sigms
res Called Pro－Korean
1 purification＂measure ppear to havie an anti－foreign
pugh Government spokemen ine more pro－Korean Foreig
no longer used in television


． xb herm，rational of the fatity father
hen From Miscing Ship 4 Ked Up Near Hong Kong ONG，Sept 19 （AP）Frourteen
 It trom the Marne Deppartainen p waise searitheng forid that crew－

## Color up with the richness of Karastan at regular prices



## ＂Tremendous＂Freshness 13.00 sq．yd．installed＊

Theplush look，also，but layered tighter with a lower pile that gives it a special springy freshness underfoot．The tighter layering helps for longer wear．Saxony－finished in 19 colors such as Victorian beige，gull gray，golden velvet，ivory satin．
－Carpeting installed tackless method over our rubberized wafle pad or aur＂Soff Touch＂ sponge lining on normal flat surfaces．

Broadloom，fftht floor，
Fith Avenue，（212）MU9－7000 and branches．
Use our Deferred Payment Plant and take months to pay for purchases of $\$ 100$ or more．

##  withall the best of europe $\sqrt{T}$




## 



## CHAIRS 2/559

reg. each 40.00. Comfortable folding bridge chairs that make fine extra seating in any room. Tawny finish on selected hardwood, black vinyl seat and back. By Stakmore. Sale ends Sept. 30th Seventh floor, Fifth Avenue, (212) MU9-7000 branches.


## CLASSIC ${ }^{3} 30$ OFF

Now each 119.00 reg. 149.00, rich, glowing solid cherry furniture with the styling of fine 18 th century English pieces. Mini chest, $24 \times 14 \times 23$ ", end
table, $22 \times 27 \times 22^{\prime \prime}$, swivel top end table, $15 \times 28 \times 241 / 2^{n}$. Seventh floor,



2 Wrong. 1 Wri


Arch Preserver Sho
hos suits ta toke to dinner ond on into the night. On our bill af fore一o plush block velvety knit for on eosy cardigan ond pants with smooth white long sleeved shirt, 99.00 Then a textured block blozer and pants with soft, stock-tied shirt in creomy beige, 79.00 By Amy Adoms in polyester knit, sizes $121 / 2$ to $221 / 2$. Naw on the Faurth Floor, Lard \& Taylar-WI 7-3300. Fifth Avenue, Manhasset, Westchester, Garden City, Millburn,
Ridgewaad-Paramus ond Stomiord.


## This week it's Godfrey Cambrid Give a díal, get a sir

## Dial-AJake (212) 999.

(4) New York Telephone
chamed ari.too.



It took 53 y yeas, but we've finally given women the floor. And graced it with hand-picked fashions from some of the most dynamic designers in the world, such as Christian Aujard and Daniel Hechter.

But a whole new sex at Barney's is only the beginning

Because this fall, the world's largest men's store encompasses even more points of view than ever before. Which means it's even easier for you to express your own

In Barney's International House, you'll find the complete collections of designers in the highest strata of international fashion. This fall we're introducing names like-Basile, Lanvir, and Gioreio Armani

You'll also find an entire floor, he length of a city block, with jaunty displays of the most innovative European sportswear for men. And,: on the same floor, a place to get a bil of wine and cheese, or a great meal. n Barney's delightful new café.

When you get to the fourth flow of Barney's America House, you ma bink you've entered another era. For here is a brand new men's shop : called the Oak Room, created to be reminiscent of a more unhurried tinke. Where a rich, oak-panelled ambience' sets off the most elegant clothing you've ever seen. (Including the renowned Oxxford collection due October.)

If you're a traditionalist, on the other hand, you'll be pleased to learn here have been no drastic changes ii Bamey's Madison Room. Where all the great American makers remain stalwartly devoted to the classic, natural-shoulder approach. Bamey's. Madison Room has the largest selection of these fashions in the world.

Of course, there's one thing at Barney's we'll never changè. Our attention to personal service. From the hostess who greets you at the door to: he final, individual fitting by custom ailors that completes your stay

We invite you to Barney's this fall It's a great new men's store at a great old address.


Sun Myung Moon Ends Ministry in the U.S. With Anti-Communist Speech in Capital



Legal Experts Question Jailing of 4 Coast Newsmen

| By WALIACE TURNER <br> SAN FRANCISCO, Sept. 19- Facts in |  |  |
| :---: | :---: | :---: |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| because there never was a showing that the inquiry in which they fiused to tesity bad an |  |  |
| Anavs |  |  |
|  | Helled that evidence stowed hey wourd |  |
|  | because of $p$ |  |
|  |  |  |
| claim two state superior court judges after being tootd that the source was not |  |  |
|  |  |  |
| order. calit onda orrer.ered tocoquire the identitication of a |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| they wnuld be held in jail untit theg Investigation of Cormplion |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| legal theory that a judge may not be impeated by the legisiature in the jude'spurswit of reasons way a lawfol judicial artor hes been violate |  |  |
|  |  |  |
|  |  |  |
| H Howerer in this cose the judes never |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| moay. Al the direct eridence the judges <br>  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| The articles were about an investigation |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Apomifians RORRESSSIOW Nominations to office od in 1976-E.R.A. Is Growing Slowly

EEN SITANAIAN N, Sept 19 Although the
nen who are running for nen who are running for
i continuigg to increase is continuing to increase
r, it is not clear whether
ho will get elected. Will $\therefore$ bo will get elected will arry season almost over $\therefore$.or gains in the nulor offices Jook lizer
.
ossibility, but not a strons $\therefore$ ew women governors-in $\because$ a conservative Denocrat has received her party's
1 in Wastiingto, where
mian of the Atomuct Ener

 o remane pontitically atit
assured of election. The
and vssured. of election. The
, who still hask Demo
has to ge

 Women having R retired
of Reppresentaivive
-ved to be facing re-lec

 aphal Remendment io Nivevara
RA. opponent has also

Ms Have Increased ns do not appear to be be $\because$ be four addititonal statetes the nuimber of of women
e can be seen in the data have run for
m since 1970 .

 34 Democrats and deigh d 14 Repubiicaus.

 an increase
who winally sirve
wring next zear is, how Ias Sure Whners

 P. Noinn inant, ind Ceen
temocrat of Missouri, who : empocrat of hn 15 considered in in dountst
ma E Keys' K Kansa
 r. side of the coin. only
ribents. Who have beien
the Howe are considered ton They are Burdarai Mi
and and Mary Rosé Oakir anmocrats why are trying to
wome wo
phe Hoise are givè The House are giveo a
ichance Among them are Fullintider, an Arizond
ran a stroag race .in 1974
 nts who afe diven a long f election to the House in
D. Clancy of Iumolis, Frai ODio, Grace Mickeleson of
Gioria Griftin of Minnesora rall. of califorala. All are
Micheè, exececititive director
il Women's political Caocus
 the of woranen wh
catch compliments, not chills, with john koss
Of course they're soft, sophisficated and sexy just like the becutiful new enviromment - we ye created for your private moments an our Lingerie Leve.

Everything you've grown to love and expect of John Kossis here. But, and it's an important but on winfry:nights..now you can expect something more. Something cozy and comforting and warming because of the velvety brushed nyion fabric Featured and clockwise:
The wide V-neck,7.OO. The U-neck button front, 19.00. The slashed neckline, 18.00.
In mutedterra cotta, sage green or cinnamon. Sizes P.S.M.
Designer Sleepwear, af our Lingerie Level..just a step from the Lexington Arcade,
New York and all fashian branches.


Mondale Tours New York's Ethnic Enclaves With Beame and Moynihän
Continued Arom Page 1 Because of this, the walking tour along | But the other New York City stops were
aided oonly on Saturdy, wheo $a$ sches-
 pecause of labor problems in Rhode iss cratic poisitical seene there, prade, which was sponsorered by the Downtown Brock Mmy Buiness Association, Mr. Mondale,


 Brookym with a heavily Arab filavor.



 alt athought the cromd was a mixture of
 ziers-as meat cooking on sicicemalio brien


Miami $\$ 184-\$ 195$. Ft. Lauderdale $\$ 188$-s199.Tampa/St. Pete $\$ 199$. West PalmBeach $\$ 199$. Orlando $\$ 190$

Bonus Weekend includes:

- Roumdtrip Easy Buy-Easy Fly airfare

3 great nights in a hotel or motel.
Complimentary champagne on fightsts to and from Florida Our exclusive Florida Bomus Book for discounts that ca save you up to
This time, National is getting peonle to soy "Ta. ours", by creatimg vacations at unhelievably say "Take price Al packages inchuctions at unbelievably low prices. motel. Prices are perperson double ocurpancy How can you not say Take me Tm yours" Our Easy Buy-Easy Fly package ets you leave on Friday and return on Monday Reservations and ticket purchase must be made at least 7 days before departure.

Prices are valid through Decenber 15 excluding Thanksgiving Weekend. Simply call your travel agent at The Vacation Store and ask for Nationals Bonus Weekend Or call National Arrines. And say "Takeme, In yours."


The American Express Card And you can charge your enire vacation on the American Express Card. You can even extend payments on the Ameician Express Card "Sign \& Travel " plan If you don't already have the American. Express Card, call tol free $800-5$ pick up an application wherever the Card is welcome.

National黄Airlines "Takeme,I'myours."

The 24ft term in "Prin



 requirer ments
broker's bicense reter's bicense GI
The ins istructerors in

 find these children


Gete Board of N, XP . and

## HELP . 2 chill to mom VOLUNTEERS 563-5620

## Fauteuil

if you can pronounce it chances are you can.
ffrnd one. In the ANTIQUES FOR SALE instings. Every Friday end" section of


## PANTYHOS 2FOR1 <br> <br> 

 <br> <br> }Get 2 pairs of Sheer Finesse ${ }^{\circ}$ by J.P. Stevens for 2.50, the regular price of 1 . Demi toe colors Gypsy, Airy Nude, Soft Beige, Wild Honey, Eclipse. Sandalfoot colors:
Gypsy, Airy Nude, Soft Beige, Wild Honey, Eclipse, Steel Gray, Navy, Taupelore. Many people semed delighted to see
m but the was some cyaicism ex-
 tandiog oext to her "What's be doind
here? The mon snorted and repied here? The man sorted and rephied,
Hes' loking for votes from the tran-
Ians." A third man, apparenty alluding to a misproounciation by Mr. Carter, said
He says $'$ Eyetalians' and be wants our From the Chinese griocery. Mr. Moo-
dae's schedule took him to
Lewiston dae's schecule was tom to speak amod tour fly downtown area this monning before
Binghamton, N.Y. and to Pitts burgh to meet Mr. Carter who wras or special caatipaign train. Mr. Mondale
sheduled to iod the campaiggi train fro
pitsburgh to Pug one Roard Heard to Retir WASHINGTON, Sept: 19. (AP)-Tbe chairman of the Uopted Stanes Parole
Commission Maurice H Sigler, an commission, Mairice : . H Sigler, ept 30. Mr. Sigler. 67
4
 Sizes: Smal 5 53; Average $54^{2} 56 ;$ Tall $57.59^{2}$
Offer ends October 2nd Mail and phone for 10.00 and more.

Hammacher Schlem ATLAST: ABREAKTHROI


It's official. Recond a cill is tha firist
 This means you may plug inno your ex. vico charges De Luxe Model witht Remote.
Conrool and
Vox (voice. actuation), self-


YOU MAY CHARGE TO YO




YOU MAY CHARGE TO YOUR AMERICAN EXPRESS MMA
DINER'S CLUB OR BANK AMERICARD. INSTANT PHONE ORDERS: (212) 937-8181 OB (914)


d more.


R "is


to $A \operatorname{ld} F_{0}$

## eallt

 efore flad

## RecoupsMedicaid Fraud Funds;New York Can't : A Scandal Behind Scandals

inenn fowler Goveroment bas recovered
Medicaid millsis in New the Beame almininistratio
ecause the-eity nind 1- Dot shane- in the eproced



Many Government Abuses Spotted by Inquiries Remain Uncorrected Because of Official Inaction



$\qquad$

| News |
| :---: |
| Aoalysl. |

$\qquad$

or Asks Ford and Carter to Drop Debate Curbs





 Even if ABC . win televise
aintained.

 The Theconsdisy. disue not figure io Mr.
Tant's appeall to the condidates, bowlant's appeal to the candidares, bo




 rogn, school lumeh promeram, other
Agencies and Officiats Informed




nounced, but attention seems to wand
A rrporter who catls an assistant distiti
attorney or ao assistant corporation coun el assigor ao assistant corporation coun ago is ligely to an investigation moth moth
cold that the official is accupied
arisen.
Indeed, Indeed, these critical offices can usually
asigen no more than one
and ime, to a situation where the subpiect thie investigation may command dilt the
egal talent money cant buy. But the cit
nd state departments direculy involve and state departments dirrecly
do not often cope better. response to allegations of waste in
 ties leased or owned by the city. When
asked about it reeenty. the Deparment
of Real
avstate sand no data were yet available. rosecurtors have civen commissioners mind ing project at Hunts Point in ine be brons
earry last year, and with sundry disputes
with the


 One official concerned with the the
Medicaid seandal. which is said to wiol
cossin Cossing the city anywbere up to 5300 mill oo y year, said yesterday that an wrgeot meeting on the question had be
celet at int hall once agaio. Ask
to be ideotified be commented: t's suchi dody wrings his hands and syeys
 drected. could clean more manpower, well ilieged shorrage of mpanp mess. But
orcement reflect if
osion and
 prionitiens
officials
blame.



EDWARD SOKOL
This exciting young New Yorker is having a one-man show of new paintings and graphics in the Altman Gallery. Priced from 175.00


Detectives'Investigating 2 Deaths Of Elderly Persons in Burglaries


## Now that you've checked around, check with us.


 Ofice: 666 Old Country Road, Gapden Cits. N.Y. (516) Al1-4180 D. Old Couriry Road \& Jericho Tumpike, Dix Hills, N.Y. (516) 549.1300 .
heillnotiro

# Houston. NewOrleans. Daily nonstops on Easterin. 

Save $20 \%$ to $25 \%$ with our round-trip discountfares.


Now when youfty roumd-trip you can save $20 \%$ on daycoach to both these cities and $25 \%$ on Night Coach to Houston. Check the schedulefor a converient departure.

Eastern people enjoy servingyou. They'rereally conceemedabout your acomfort: And they're willingto do everything they can to get you where you're going. Ontime

Forreservations and moreinformation aboutourdiscountfares, call Eastem Airines at $986-5000 \mathrm{in}$ New York or 621-2121 in Newark. Or call the travel specialist, your travel agent:

We'vegot the right time and the right place for you.

Applications for Visas Expedited
For Cuban Refugees Already Here


Youll finda shiny new Dime onthe corner of Madison Ave. and 56thSt onSeptember 27th! Free giftsfor newaccounts.


The newest office of The Dime Sovings Bank of New York

# here are the shape-up value: 

the fitness cycie
A. deluxe spendometer.odomeier measu your speed ond distance. This Vitamester has an adiustable daluxe posfded sent for comp
fortt, odirustable chromium handlabas for reoch. A newly designed nylon tunsion roller gives smoother w'ark-outs. it has mony deliuxa gives smooiner wark-aliz, thos wany dillis. chainguord; lorge $20^{\prime \prime}$ wheel and firie, oind heory duty welled frome. The real way to isp fit, a real buy. $\$ 120$. whene...Now $\$ 80$. add 7.00 for assembly


That firm the figure trim your form tone-up muscles stenderize the bod save you dollars,

## dual purpose rowing machine

You'll love everything obout this Vitamaster rower, even the low price. It has a smiooth rolling contiour seat; adiustable foöt nest for extra length; removoble chromium steel oor amis for extra, trols. Firms the figure, tims it: Folds flat for convenient storige:" $\$ 150$. value . . . Now priced just $\$ 1$.

the treadmill jogger
Just thy this wonderful exerciser. once, and Ond you will went this Vitamastor jogger.: You'll enioy exercising this woy. It has a
heary endless treading belt thot operates: smoother with its 23 wood rallers to do the work. It has on adiustahle' incline, and a special design contol thot keeps thie balt centered; a. heavy flywheol; chromium: handle-: bars, ond a handsome oceon buve finish. An
$\$ 170$. volure. . Now low priced ot $\$ 140$.


## the slimite flexor

A sppert indoor ond outroor exercise for strenghthening the den, living nomion your berior ot the boot yersotio and completely portable: If onk waighs 12 ibs Atrec tive blie covier of bioory duty viny cooted woven duck: 11 weighs only 12 lbs, comes assembled reody to use $23 y \mathrm{y}$ vide, 74 ITY long: lt's Vitimaster. $A$ \$40..volve . . . Now priced wrs sise.

Street floor, Modison Avenue at 45th. © . . phone 212-682-3600 ext 373 Charge: A\&F, $A E, B A$ MCDC, CB . . . Phrone 24 hours 212-682-090 or wifte P.O. Box 4258 Grand Centrol Station NYC 10017 Adds solestax. ... and 8.00 delivery within UPS area, beyand shipped expres 0 L
Abercrombie \& Fitch
AT NEW YORK AND SHORT HILLS
Cellnolisa

## DOLLAR SAVINGS BANK <br> The Better Way.



"Saving my tips for a down payment on this restaurant wasn't easy. But to work for myself instead of TPeoplec- -t the was worth instead of serve it-
it it was worth it.And.to have something more tolook forward to than a gold watch at retirement-it was worth it
At Dollar Savings they call what I did: own restaurant-I call it, the only way",

Everybody has opportunities coming their way in life. And at Dollar Savings we have a number.of ways to help you make the most of them.
Account, which $7.75 \%$ a year Term Savings Account, which yields $8.1 \%$, maturitie $\frac{1}{d e n o s i t} \$ 1,000$.
Acorour $7.50 \%$ a year Term Savings Account, which yields $7.90 \%$, maturities avaitible from 4 to 6 years. Minimum $\frac{d e n i o s i t}{} \$ 1,000$.
Occount yielding 7.08\%, Term Savirities Account yielding $7.08 \%$, maturities
avaitable from $2 \% / 2$
to 4 years Minim deposit 8500 . Accoint. ${ }^{\text {ifilding } 6.81 \%, \text { maturities }}$
 FFDC regulations require that Accounts may be'made only with consent of the Bank and are subject to a substantial penalty. The rate of interest on the amount withdrawn must be reduced to the Regular Savings Account rate at the time, and three months' interest forfeited: for those who don't want to tie up a minimum deposit for a specififed period of time. Our $5.25 \%$ Regular Savings Account
vields $5.47 \%$, (money deposited by the 10th yields $5.47 \%$, (money deposited by the 10 .
of the month earns interest from the 1st of the month earns interest from the 1st of the month in which it is deposited). our $5.25 \%$ Day-of-Depositi-Day-of Accoumt yield $547 \%$ r statement saving dividends on these accounts. $\dot{d} \cdot$ And because interest is compounded daily on all savings accounts at Dollar, even your interest earns interest. effective when principal and interest ar left on deposit tor a full year. So choose the account th
best and mail in the coupon.
best and mail in the coupon
Saving for yourself may the first step to working for yourself.

"
c:


Rothman's.... ihe erron Discount Men's Store for Expensire Clorhing!

## RAVE REVIEWS for Rothman's DISCOUNT VALUES

MEN YOPK MAGATIES'S GURE called us the grand-daddy of the men's clothing dis-
count field with 47 years' experience in selling top-name hand-tallored suits.

BARAM FAMER the guide book by Consumers Alliance, a nonprofit organization, best-dollar-value shops.

A GREAT MEWSPPAPER wrole up Rothman's album of famous customers. containing the signatures of
the world over.

WHOTHER GREAT NEHSPAPER Teported on the way' inflation-weary : men are tuming to discount stores; with the leading pararaph devoted to Rolhman

We are pleased with the praises hat keep coming our way, but our greatest satisfaction comes when a customer recognizes the renowned national brands we carry, even with the labels removed. When a man sees a $\$ 285$ suit, marked $\$ 159.50$ at Rothman's, he knows it's a $\$ 285$ suit. Special purchases plus our low mark-up policy, make our discounts the real thing.

## Hand-Tailored WorstedSuits of the Pighest Quality <br> Tationally advertised at $\$ 285$ himans discount price $\$ 15950$

Unreservedy the finest. Cuslom-qualily fabrics
In 2-andid 3-button contemporary or natural noulder modests

100\% Pure Premium Grade Mongoian Cashimere Overcoats

Natiönally advertised at \$235 ROTHMANS DISCOUNT PRICE
$\$ 145$
The aristocrat of fabrics; more precious than ever. Hand-tailored classic box model with tult
rayon satin ining, genuine hom buttons. Natu-
, navy and Vicuna shades.

Hand-Tailored Vested Suit Collection

## S125

A magnificent range of all wool worsted fabrics A magnicentrange of 2 -botton modelis. cos-
in trine distinguisen
tamporary sivy tamporary styling, natural

Hand-Tailored Sport Jackets
in Shetland-Yype Pure Wools Nationally advertised at $\$ 125$ hothmans oiscount price: $\$ 745$

Solt-handing, impeccably delailed. Full range
of newseason colors in mellow mixlues; of new-season colors in mellow mixlues;
plaids and dissinctive geomatric eiteclls.

Odd-LOt Suit Collection
Nationally advertised $\$ 125$ to $\$ 185$ ROTHMANS DISCOONT PRLEES: $\$ 6995 \quad \$ 7995 \quad \$ 8995$

WE HONOR "MASTER CHAREE" and "BANKAMERICARD"

111 Fith Avenue, corner of 18ith St Opand dafly 10.6 P.M.
-Rep. Ad Copyright 1996 by Harry Rothman. Inc.
$\qquad$
You'll finda shiny new Dime on the corner of Madison Ave and 56th St. on September 27th! Free gifts for newaccounts.


The newest office of The Dime Savings Bank of New York


HAVENTYOU EVER BEENTO THE RACES?

If not, you should know that two of the most beautiful race triodks in the world are only o shot ride from midtown...Belmont Park ond Aquedua.

Country settings...good food. greatlive music A wonderful place to relax.

The excitement of Thoroughbred racing is back at Beautiful Belmont Bember Par Belmont Park

NOURISH SCHOOL VOLUNTEERS 563-5620

## But will ily? fly?

Interested in new inventions? Catch up
with the latest.in the "Patents of the Week" column every
Saturday in The New York Times. Today's "folly" could be tomorrow's household word. The
fascination of inventions. . . follow them in "Patents of the Week':. Cub New 10 ork cimes
 wulting edition, of The Public Interest, a
sate magazine. Firs father is vice presiden
of Mode Fabrics Inc, New. York textile converters. Laude from Comeda University. She formerly taught at Chulalongkom Univer-
sidy in B Bangkot, Thailand, and was an editorial assistant at The New was an
magazine and on tiscon magazine and an associate panel direc
tor with the Comanission on Critica Choices tor Americans.


## The only problem with expensive clothing is the price.

## We have the solution.

The probleirn with expensive clothing is that it's experisive. But, BFO has the solution to that-problem.
We took the high price out of expensive clothing. We offer the finest clothing obtainable . $\therefore$ the same clothing selling in the prestige stores-yet our prices are usually below original wholesale
How do we do it? Our connections, gained from over 60 years of manufacturing men's clothing, plus our huge manufacturer's stocks at a fraction of their trie value Come to BFO! We've solved the problem of expensive clothing.



#  



## Elephantine Tax Reform

Congress, atter laboring for three years over the tas seform bill, has finally passed it and sent the mammoth for his signature. The bill has its virties and faults Piesident should sign.
The bill is extremely complicated; indeed, it ha ation's the aiready incredible complexity of this comprehension of even the cognn further beyond the mists, lawyers and accoumtants. One of the most important tasks for the next President and Congress
will be to simplify. the tax system and increase its cquaty, so that people earning the same amounit o Even after the multitude of revisions and reform ed in the new tax bill some taxpayers will pa Clar higher proportion of their earnings to the Federal ble to take advantage of various tax shelters, loopholes and deductions. This is not only unfair to individua by directing investment into channels that bave the iggest tax advantages, whether or not such Investments best serve to promote
nents in the direction of till does have some achiere the minimum tax on individual - mvestors and corpora ans taking advantage of a variety of tax shelters and arge dednctions, people caught by the minimum tax from 30,000 . to

Apart from the impsct of the minimum tax, the bil dghtens up some tax sheltiers, while leaving others about in the taxation of real estate syndicates, oil and gas driling, sports franchises, motion picture deals, farm losses taken by non-farmers and other tax-shelter invest-
ments reflects a set of complex political pressures ents reflects a set of conmplex political pressures
nd compromises that make no particular economic sense. In fact, those revistons simply demonstrate that the effort to patch up a basically bad system by making

## Life on Mars?

The scientists trying to analyze the results of the experiments on Mars being conducted by tie landers
from Vikings 1 and 2 are understandably cautlous-in fact, they are leaning over haciward. Ziney are doing so because prohahly the most sensational scientific conclusion in history would he the veruict that life had heen foume to exist ousside this planes, in this case or Mars.
So every possihle objection to the hypothesis of Martian ife is being considered and given due weigbt.
Nevertheless, 'the evidenice in favor of the hypothesis
that life exists on Mars is beginuing to mounr impressively. Originally it was only the viking 1 experiments that produced the amazing, anomalous resuts which But now experiments conducted by instruments from Viking 2, working in a Martian location far distant from the Viking 1 lander site, have hegun to tell a similar

It is no longer possible to maintain that some unknown
peculiarites either of the viking 1 instruments or of the peculiaritles either of the Viking 1 instruments or of the
Viking 1 site explain the initial results. The exotic chemical findings detected by the instruments of both viking landers are apparently telling us something fundamental about the planet Mars itself and what evists there
It is true that the case for Martian life is still far the excitement could conceivably be due to the strange chenistry of a strange planet, though no chemist seems to see clearly how this could be.
Most telling, perhaps, no trace of carbon has yet been carbon compounds. But has the time come for scientists to consider seriously the hypothesis that Martian life might be built about some central chemical other than

## . Enter the Enterprise

 Out in California the other day, the National Aero-nautics and Space Administration finally rolled out the Enterprise, the major component of the space shuttre craft was originally scheduled to be called the constitution, but President Ford yielded to the entreaties of the many admirers of TV's "Star Trek," whose fictional spaceship is the Enterprise
The purists are indignant and charge that what has
happened has been a press agent's coup. No douht happened has been a press agent's coup. No douht the charge is true. Nevertheless, tribute to all the forms in space and science this past century is long overdue. On that subject, when will an American spsce vehicle be named the Jules Verne? If there were any justice. one with that name would have reached the moon
long ago. long ago.
on between the admirers and the critics of the space on between the admirers and the critics of the space whole range of new activities that will be bierhily rewarding. They base that belief on the fact that the shuttle will perniit the employment of reusable spare vehicles,
in place of the "throwaway" rockets that are now

rather than by repealing them outright, ouly leads to reater complexity, and to minimal and uncertain There are 'seveciar exa There are severat exampess of scich alansy changes advantages reaped by Domestic International sales Corporations and tie haif closing of the loophole that has perimitted capital gains to escape taxat
The tax bill is at its best in its overall fiscal impact. and corporations. For example, it keeps in effect the
 i 980 ; arid retaims the tax reduction on the first $\$ 500000$
of corporate profits, to help small companies. These and of corporate profits, to help small companies. These and
similar provisions will support further growth of an economy that is sdvancing too sluggishly and suffering from excess unemploymient.
One of the major achievements of the tax hill is that it stayed close to the guidelines set by the new Con$\$$ grissonalion budgeugh tax retorm in the coming fiscal year, and"this will isise to an estimated $\$ 2.4$ bililion by tiscal 1981. The new budget processs did much to prevent
the sort of costly tax give-aways that have marked the sort of costly tax giveaways that have marked
other major efforts at tax reform in earlier years. Congress, having imposed that fiscal discipline upan itself with, constructive results, should now recogize
that a comparable discipline is peecied if the tax taws are ever to be made simpler rather than more and more comp theated that discippine will require recognizing problem that some Congressman or taxpayer can thins f through special tax treatment, whether in the form of special benefits or special penaliies. An example of
the latter is the new' hull's withholding of tax adivantages fom cormpanies that acceded to the Arab boycott, a dublous way of tackling a serious moral, legal; political and ecoiomic probiem
Despite that and the otber many flaws in the existing
tax bui, we believe that it does marginally improve the tax bul, we believe that it does marginally improve the the national economy. To put the case negatively, गु would be a heavy blow and mator setback to the recovery
if the President were to veto this hill.
employed. The skeptics view the spsce shuttle as a sor i more miportant programs.
Inc is evident, however, that the space age is fust begin major conribuns likely that the knterprise will make

Laos:Promises, Promises
Probably no Communisi party in the world has urged oalition governmeni with iss country's major no Communisı parties, and continuation of a plurauist soci ty, as has the People's Revolutionary Party of Laos. romises and periorwance, however, matchn poorly.
Only days aiter Hanoi's victory in the Vietnam he Pathet Lao moved in May 1975 toward complete control of the year-old Provisional Government of Na onal Unlon, the latest of a series of coalition govern ments with traditionailst and neutralist parties. The to orces fled to Thailand, leaving only a facade of lesse igures, pius the then poweriess neutralist Premier, Sounoa phema, and the royal famils.
In December, the facade was eliminated. The coalition ommunist Party, clandestine until then even within the Lao Patriotic Front-the political arm of the Pathet Laoannounced its existence for the first time and the names a few of its leaders. Nine months later, only seven Central Committee have been identified. But their iron otalitarian grip on a small, gentle people is every Where visible, as are their disastrous policies of cen More than 100000 and perops as man as 200000 More than 100,000 and perhaps as many as 200,000
caotians have fled across the mekong River to Thailand denuding the country of most of its skilled technocrats gronomists, economists and businessmen. At least 0,000 others have been arrested and sentenced-usually ithout trial-to indermes the mon re-education ce lons against travel out of rural areas sharply reduce he urban food supply-until a recent relasation of the
regulation.
The economy is gradually running down, with prices saring in gray and black markets, where the exchange ate. Even security is poor, a rarity in a police state rmed Pathet Lao soldiers in baggy green fatigues swager everywhere through vientiane and other towns. But e sireets are not sae at night, and mo the countryside dangerous evern on main roads.
Laotians, said Prime Minister and party secretary ife as the masters of their own country . . a than to bive a happy life enslaved by foreigners." But even that otential boon has been denied to Laotians.
American influence is gone but it has been replaced yy the 'Russians and above all, by the ever-present North hetnamese, whose 30,000 troops still hold large areas understand" the difficulties. There is no doabt that they o, now that they have seen the worth of the Commu hists' promises.

Letters to the Editor

Right to Food: On the Intent of a Resolution
The Balloon-Loan TI

efforts to combat hunger will be given fundamental consideration in the for-
molation and implementation o o US.
policy in all areas which bear on polizy. II do does not hot which berear , impose
any binding obligations on the United States in international or domestic law
or artire thee naturue of existent coum-
mitments. Instead, it proposes guide mitments. Instead, it propoises guide
lines for ffutre policy, goals toward
which. we should work. Mr. Thomson raises importantpoints
about economic-development assist-
ancee But be mistakenty mixes these ance But be mistakenty mixes these
issues with the thrust of the riroli-
tion. The effeet tis to cast the respli:
tion in a mold its sponsors. \$ave tion in a mold its sponsors. have
carefully. .ought to aviod I hope. Mr.
Thomson wril take the opportumity to Tro-xamine wis his posestion.
terns of economic growth".
Neitheris the resolition an attempt
to place the Unlted States in tha posito phace being the food stapes in tha por posi-
trast
resort. it does seek to insure that


|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## as God's continual reveliation to us, and buidd dogina and engisition based on the piychological equality of twamen  thiroughont one's ilied oruntinition of women ain all clergy who want in <br> Joxés M. MicMaion New York; Sept 2, 1976

Right-to-Life 'Bigotty'. "'


Schools: How to Overcome Bad Times

|  |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| redace the recent layoffs of teac |  |
|  |  |
| h state regulations, and restore a |  |
| tosphere of confidence that learning |  |
|  |  |
| suggest the following as first steps toward these goals: |  |
|  |  |
| 1. Use the $\$ 48$ million now ear- |  |
| still unapproved U.P.T. contract to re- avallable-during the fimmediate crisis |  |
|  |  |
| turn 2,500 teachers to the classrooms. |  |
| 2. Reorganize functions at the cengiva priority to classroom instruction for the duration of the crisis. |  |
|  |  |
|  |  |
|  |  |
|  |  |



## The Balloo 






 bumin io bicic Buars mixin tain为 sin and Namin mian

## To Spota Health





 interested and contributed
ferent bits of information Trisis. ouppurivg of pe
periaps unfelatee useless



 CH RETE Silent Screams To the Editior:



ists of eleven bring






$\qquad$


Getting a socond opinion on lective surgery may save money. We have a new program that
offers a free second opinion by a certified specialistin cases of elective- non-emergency-surgery. We've made this benefit available oall "experience-rated". grioups of uibscribers.
eported that in $17.6 \%$ of the cases surveyed a seconid specialist, when consulted, disagreed with an axiginal opinion that Thared Surgery. .
And a lot of couid save a lot of surgery. We at Blue Cross and Blue Shield of Greater New York are giving the idea a ulltscale trial to see if indeed the second opinion will heip us control costs. Also, wesality of second opinion as

More thari costs alone are at stake. The patient is saved the surgery and also he worry.
And, in the case of the second peciajsst agreeing, the patient would be greatly reassured
ospital But savings in tests, sursary and this program, and better use of resources hould result.
...We're trying to eliminate unnecessary operations.Eliminating them may be too big a task.
Some doctors have estimate Some doctors have estimated that many tonsilectomies performed on cald that's only one example.

Ending even a majority of these
ons is obviously a huge endeavor. But it's worth the effort.


We'd like it to be as widely accepted as possible. And if the results are favorable, the experienced-rated:

We call our program by the acronym of PRESSO (Program for Elective Surgical Second Opinion. It's the latest of our many efforts to contain cast mprove the quality of
health care.
Blue Cross and Blue Shied of an eligible, ask your employer or group administrator about PRESSO. If you're an employer, ask us.
A) 5 Bhe Cross We believe there's more to
cood health than just paying bills

# "'THE ADAMS CHRONICLES'IS THIS SEASON'S ONLY CRUSE FOR CRITICAL CELEBAATION.' <br> N $\in W S W \in \in K$ 

"EVERYTHING ABOUT THE PRODUCTION DESERVES SUPERLATIV DALLASNEWS
"THE BEST DRAMATIC SERES AMERIAN PUBLC TELEVISION
HAS EVER PRODUCED:
"ITS CREATORS HAve CRPTUNED THE SPIRIT RS well as the FLESH AND BLOOD Of THIS COUNTRY'S ORIGINS:"

PHILADELPHIA BULLETIN


# THE RDRMS CHBONILLE <br> MADE POSSIBL E BY GRANTS FROM THE NATIONAL ENDOUMENT FOR THE HUMANITIES, THE ANDREUU.MELLON FOUNDATION, AND ATLANTIC RICHFIELD COMPANY:PRODUCED BY UNET/NEUYORK: 

TONIG TT $\mathcal{E}$ EGSY MONDAY Nİ A 8.00 HAN
(REPEATS: THURSDAYS AT 3:00 PM, SATURDAYS AT 5:00 PM \& SUNDAUSAT 10:00

$$
\operatorname{le} 511 n 0150
$$

## Chedrew Hork eimes

Taylor, museum director
we'll bé a great success

## SUPERU

 we have a superb colle And blesides, there's a of lọve for as . . .ELevisio

ELL AS!
lern Canterbury Tale erbury tale is unfosline martlan

 Actebisishop of canterturum

 on to belp restore phe and
go years of decy; and
g their campaign githeir carpaign tonigity
tatee their appeals for aid
sited States.






plains, the museum will do doument them
through a colection of fillm and slides.
The museum is sradually moving
 Miller Housse, an adjacent town hovese
oncer hocculen by hndraw
daughter When once ooccupled by Andrew Carnegie's
daughter. When thimansioo is wion-
pletety installed, Miler House will be
used for contemporary exhibitions.

The mansion itself, renovated with
private funds at a cost of more whan
$\$ 2.5$ million by Hardy Holzman Peeiffer 52.5 milion by Hardy Hoizman Pfeiffer
Assoclate, will contsin on its thire
loor atibrary ond the Doris and
 riends and the family of the late de
sieners, along with thir cilletion
The second and first floors will hoine
the museum's decorative arts collec The second and first floors will hoins
hhe museums decoratior arts
Hon, along with hanging exthibition

 collection of plants.

 because 'I wouldn't have the e
now.
Fumd Rasising and Auctions







 ing begin.
Over the next four years Mrs. Taylor
and her staff succeeded in obtaining and her staff sucreded in obtaining
more than $\$ 6$ millioe from foundations.
corporations and private individuals.

## News Summary MONDAY, SEPTĖMBER 20; 1976






 Mrys.

More rodepiatitasis imong the tuisteas

 are experted in the nexat severn weeds

 Fund firsees mer fored it reid

National



## Metropolitan



to deal with consimer probblemis effec-
tively has eoma - from a variety of socinces. Representative of private
consumer grouss goverameot officials
and members of the board itself hava and members of the board itself hava
said that the director; Rosemary Poler.
has donie litule in such areas as utility has done little in such areas as utillty
negulation and consumer taws. $11: 1-2.1$
Research on buman patients in New
Yorrk. City municipal hospitals will be
controited by a new set of guidelines controlited my a a inpal hospitals will be
The aunounceinant of the guidelines The announcemant of the guidelines,
accoring it a spokeman for the
Heealth and Hospitalis Corporation, was
 is deemed favorable to the patient in-
volved, or if if will benefit ohther pa-
tients and oot umduly compromise the volved, or if it will benefit. other
: tients and oot uduly compromise
heath of the patient.
(272-5.5]

## Business/Finance

 Ar.er.'s record profits for the thirdquarter- S1.01. billion; making it the
 billoo In one three month period-biave caused astsir. on Wall Street the com
payis's stock moved. it its highest level in a decide The company's compettors
said the profits proved A.T. 2 T: should
 ser boven up and consumer groups
said that it was just one. .more sign that
rates were too high.

High Jiblessness rates will not be
soived by govenmental stimulation,
the International Monitary Find
 warned In a report the LM.F. said that
unlest the current high rate of price
tanation tim the imdistrialized nations ualess the current high rate of price
infation in the indistriaized nations
is brought down policies aimed at is brought down. policices aimed a
stimulating growth and thenemy providing more jobs wre
fived [49:3-4]

An Interinal Revenue Service audrit of
An Internal Revenue Service quadit of
the RAA Corporation 1ed to the discov-
triy of the farlure of ouisted company
cry of the failure of ousted company

than an admission by Mr. Conrad. as
the ceqpany had mainuined in earlier
stateftent.


When Adolph S.Ochs became pub lisher of The New York Times in 1896, he wrote what he called a "business announcement." It appeared on the Editorial Page over his signature. It read, in part:
'To undertake the management of The New York Times with its great history for right-doing . . . is an extraordinary tas But if a sincere desir to conduct a highstandard newspaper rustworthy, require honesty, watchfulness, earnestness industry and practica knowledge applied with common sense, entertain the hope hat I can succeed in maintaining the high stimate that though ful, pure-minded people have ever had of The New York Times.

It will be my arnest aim that The New York Times give the news, all the new a concise and attrac tive form, in language that is parliamentary in good society, and give it as early, if not arlier, than it can be earned through any ther reliable medim; to give the news mpartially, without sar or favor, regard ess of party, sect r interests involved o make of the columns of The New York Times a forum for the consideration of all questions of public importance, and to hat end to invite in eligent discussion fromall ${ }^{\text {s }}$

The world has changed since 1896. The Now York-Times has changed with it. ut the principles that guided The Times in
hose days still guide the day-to-day cover. age you expect from


State's Consumer Chief Attacked IIRVING N BRANT, 91 As a Weak Protector of the Public MADISON BIOCRAPHER

## HA

| HARVEY P. GAMAGE DIES;A BOATBUILDER IN MAINE | FRANK FOX, 84, CH |
| :---: | :---: |
|  | T |
| $\mathrm{B}^{\text {BRIST }}$ | Frank Fox, who headed |
| Harvey.P. Gamaga whose shipyard i brilt hundreds of woadein and stoel |  |
| reats in the las |  |
| iscotta He was 78 years old. <br> - Fir ships inctuded the 75 -foos sloop | m: Weistchester Co $\therefore$ Mr Fos was ho |
|  |  |
| Clearwater, a repflci of a Hudson Rtiver |  |
| vessel Pete Seeger, fhe foik singer, -and |  |
| nearty 200 miles yp the Hudidson: frome |  |
|  |  |
| New York City in 1969, singing 'at communities along the way iij an effort to |  |
| pubbicize the pligto of the pointed water-way. Othei ships built by the shipyant | , |
|  |  |
| included the May Days-the Shenamdoah and the Bill of Righits. |  |
| Mr. Gamage's yand also built maty fishing vessets, and in World War In:minie |  |
|  |  |
| aweepers PT boats and other craft were constructed for the Nary at a rate of two a month. |  |
|  |  |
|  |  |
| The ships wrece constructed iof heavy |  |
|  |  |
|  |  |
| all the construction. <br> Mr Gamege trin in Scith Bristol |  |
| and was: greduated-from Lhicoln Acpademp. |  |
|  |  |
| eny. He leaves his 'wife, Mrsi' Jennie Gam: |  |
| age; six daughters and a: son. A funeral service wrill be hed at 2 PM. Tuesday in the West: Bristod Uifoni Church. |  |
|  | TRIED |
| Ėlliott W. McDowell, 73, Dies; Book Company Editor, Teacher |  |
|  |  |
| Elliott W. McDowelt, retired executive |  |
|  |  |
| editor of the book division of the Chilton Company, Philadelphia. publishers, |  |
| snd editor-in-chief of Greinberg. Publish. | Former \#ishop Antr |
|  |  |
| ers of New. Yorit before its purchase hy Chilton in ins, died Saturday in west |  |
| Cheste |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | Cyprus and led to the |
|  |  |
|  |  |
| York. in 1936 and was with Viking Prese |  |
|  |  |
|  |  |
|  |  |


nnaro Festival Feast Day sa Delight for Gastronomes
 t. and tor the chanchen
 IT



 le à a a Prize sa ive padif ieced poode To shoo twitathike didice
ish $n^{\prime \prime}$ He to ple
 4 the winning attrinction vetand even witied $i=$






CHILID-REARING COST
IS PUT NEAR \$85,OOL
Projection Estimates the Expense Until Age 18 for a Baby Bom in New. York City This Year









 of The enimate was basedid on the cost




 in


Politics and Fun Blend on Atlantic Ave.




4
 Seth Shalom buried its Etre-cemplad 2nagogle graveside ceremony on the The 250 boiks, 200 shawls and other 18 20 a fre set by tho vandals, one
8 years old and the other 12 Yacrsed in and phe other wooden coffin, the
Pate articles werre solemnly lowered into a gants as Rabbi Gerald. Chirnomas in
toned prayers from the Book of Paalms. In an interviem, the en -year-old Con-
servative rapbir reaplide the day of the
fire The Torahs the temple's hoviest possessions, were saved rom destruce
tiom be said, by the Rev. Dr. Peter
iurke
 The tempie had burst into flames
at 4 PM. that Sunday after the two
 Di. Durkee amivec at the buning
buiding fusin tive tidet the fire
men to the arc where the scrolls of The Torah were kept
Sinc ine nre the coagregation has
sencen attending services in the Presbyte
 In their own tepppre for the first time
Ror than evight morts.
Rabbi Chin



Jersey Temple Buries Articles Damaged in Fire







## Teterboro Airport's Hall of Fame A Salute to Heroes of 'GoldenAge’


 an air show and to witness the dedica-
tion of ted the United States, jo move to the
seums. The museum's dedication was a result
of several years of hard work by local residents to memorialize the exploits
 "Ass we contione to cross future fron-
tiers in avaition," salit Seanator Harri-

 meats of the present This Tetertboro.
Aviaition Hall of Fame Maseum is an
timportant part of that deserved trib
ute.
 America's top aideraft mainfact yrers
 of an abandoned alr tower was purr
chased by the Teterbor inport Hall
of Fame,





 Wag of aviation. Fanous flyegs such ss
andr. Richard Byrd, Foyd Bennett, a more
boused.

## Metropolitan Briefs



## So Couples Can Handle Explosive Issues - Without Explod

 MINNEAPOLIS-Alice and Jim sat
facing each other in the middle of the facing each other in the middle of the
room. Alice crossed her legs, looked straight into Jim's eyes and sadd: I would like to talk about the husi-
ness and how nuch time it seems it
be taking $I$ have the feeling that its ness and how much time it seems to
be taking Mave the feilin that it's
been panshing uv apart fust at the time been pnshing us apart just at the time
in our lives when we should he ahte
to do more thing otogeter. Ifel a
tede ine wede in our reationship, and Im a
(ittile frightered bit
A flicker of concern crossed Jim's ittile frighteened by it
A filicker of concern crossed Jim's
face. Then he looked lovingly at mhe
woman with whom hed'd been married face. Then he looked lovingy at and
woman with whom hed been married
for 18 years and repiede.
'Tm glad you brought that up. I have $\qquad$


## DE GUSTIBUS <br> Decusinus

## In Interest of Clarification: The Uses of Egg Shells, Indian (

A few Sundag Claiborne assortment of recipes we printed an made aspic. The aspic was made with a fresh hroth such as chicken or fish to which crushed egg shells and egg whites were a
and straining.
We subsequently heard from a reader
in Stony Brock
in
the recipe "really helew my minni."
 Ous about "crushning an egs shell into
the erpeparation" She adds that she has
been in a culinary dither"



Mrs. Lilleo added that she had horproducer of raeane from a a commercial available, costs, incidentally, more than
$\$ 5$ a pint For desserts, she combines a quarter cup of home-made creme
fraiche with three-quarters of a cup of fresh heavy cream She hlends this
with half a teaspoon of vanilla and a bit of sugar to taste.

About a year ago we were the happy recipient of a smart-lootizng ceramic
grass jar containing opint or of of
solidified, clarified hutter. The friend who gave it to us stated
that it was homemade ghee and ad-


5

## Monterey Festival's Year for Nostalgia

| TEREX, Colif., Sept. 19s of the Monteréy peninsula zain reverberated with the of jazz as musicians, West jazz buffs and latter-day ks overflowed the fair3 arena for the 19th annual stival. <br> theme at this year's Monamz Festival was the "celeof jazz-an overview." The ay program spanned jazz 5 American origins and the d sounds of the $1930^{\circ}$ g and the modern tangent of jazz oternational art form. <br> - nagic of the big band sound trcher Henderson, Jimmy nrd and Dizzy Gillespie kept al evening fog far out to sea of the Bill Berry Mooterey estivei All-Star Band under acalar star-studded sky. <br> ${ }^{35}$ Benny Carter oo his alto one who directed the sound with when 'such arrange, Skies" and "King Porter were popular in the 30's. <br> The Lunceford Sound id With the Lunceford bland :ariy 40's, brought back the i he directed a recreation of iceford sound that bad jazz |
| :---: |

## GGOING



Byunprecedented CIERA demand EQUUS continues on Broaelway:
Box office cpens today at 10 AM . at the Helem Layes Theatre

Anthony EQUUS
Tony Avard Winner! Best Pley
Peter Shatier
John Dexer


Refurbished 14th St Palladiu OpensWithProgrambythel

"'CHECKING OUT' IS TERRIFIC! FULL OF HUMOR. GO SEE T!" "GETS THE SEASON OFF TO A JOUY STARTT". "IT'S A PLEASURE TO RECOMMEND 'CHECKING OUT: CHECK IT OUTT" "A GAG A MINUTE! A LOT OF SUREFIRE FUN"" "ENTERTAINING, ABSORBING. ACHIEVES a farcical humor." "dllen swif is Superb; JOAN COPELAND IS FUNNY AND TOUCHING". "ONLY A THEATRICAL MASTERPIECE CAN MAHFE AN AUDIEACE Laugh, CRY AND PONDER AT THE SAME TIME. 'CHECKING OUT' IS OME OF THOSE RARE PLAYS Which is not oniv entertaining but enlightenING AS WELL" "A GREAT PLAY THAT WILL MAKE ITS MARK ON THE WORLD OF THEATRE. AN ALMOST PERFECT PLAY IF THERE IS SUCH A THING-FUNNY, HEART-WARMING AND ENTERTAINING. SUPERB ACTING!" "BRINGS ROARS OF LAUEHTER! 'CHECKING OUT' IS A TIGHTLY KNIT COMEDY THAT BECOMES KINDLED WITH FIRE AND KEEPS UP THE CRACKLE OF BRIGHT DIALOGUE." "A GRAND AND ROWDY COMEDY!" "SWIFT'S EMINENTLY SATISFYNG PERFORMANCE IS RICH, YARIED AND WITTY"*


URIS THEATRE, BT:Way \& 51 SL

## 







## ABC'S WideWorld of Sports joins Crown Recreation,Inc to introduce a new and complete line of sporting goods.

ABC"S Wide World of Sports, which has been credited with elevating sports coverage to new heights over the last 15 years, is now helping to bring the nation's families their own personal "thrill of victory and agony of defeat" through a new line of sporting goods being introduced by Crown Recreation, Inc.

Roone Arledge, President of ABC Sports explained, "We hope that our accumulated knowledge of what appeals to sports foms and participants will be am integral part of product development

Every product in this new line of sporting goods will meet a standord of excellence that's been characteristic of $A B C$ 'S Wide World of Sports since its beginning.

And to assure that quality, Nationwide Consumer Testing Institute, Inc., an independent testing laboratory, will test and
approve all products before the $A B C " S$ Wide World of Sports emblem goeson.

Along with Crown Recreation's'35 years of proven manufacturing copability, ABC'S Wide World of Sports hopes to become as famous for bringing America sporting goods as it hass been for bringing America sporting events.

fles Post Mets Beat Pirates Again, 7-6, and Phils Lose, 1-0
 ar Gants

 the epitome of the clant Y as they helped the Phlla
les gain theif first victory
20-7, 20-7, at Veterans Stadiumo
55 and Craig Morton called
Doug Kotar and the num D5 and Craig Morton calle
Doug Kotar and the nun
gained Yyards. That too
 ts offense controlied
the
tonds on one series
1 mit


PhiladelphiaSetback Kingman Clouts 2 tò Cubs 19th Loss -Pittsburgh Kept in 25 Contests







 wor-lost record against them for his



 Phals wate opportanites Inf Johstana simeted with ore out






## Broncōs Rout Jets, 46-3, on 543 Yards




by gerald Eiskenazt
DENVER; Sept 19 The way: th Jete played today was enough to make
joe Nayath's head throb Eis team suffered on declsive defeats, A. 46 . 3 . loss to the the Broncos im which Derrver enjoged tith most productive. game, with 543 yards.
-Namath was sidelined in the second Nnarter compas sididing of in seterere second
aches. He said. he had got theme from achies. He said he had got them from
some eary, $i$ itt whind typicaly, he gop But pretectian-: quarterback, came. back in
he third period. Ey then the club had the third period. Ey then the club hal
sunk so lowi wipth play so atrocions Another wasted chance for the Phils
came in the fourth Cash stingled, and fter Mike Schmidt struck out, Greg out and Boone Erounded out The next
innind Tolan led off with a single and
inas


## sady

## Jial Hot Line, and Live Vicàriously











 presmindy are constubuing beanily:






Psychiatrist-Conch Mesesags






 de faids, vut, be
Now Paterno mill have to Now 'paterno prill have to make a new recordians as he
evaluates Satirrday's losis and looks ahead. He couldn't find abetrer model than the recorded message Coach Dan Devin "I think we as coaches have to be careful about assessing
 rriday in reference to Notre Dame s. deteat by Pirist me to b overcritical of a young teem like ours. We made mistakes,
course-the kind of mistakes a young team makes, the dond course-the cind of mistakes a young team makes, the dond
of mistakes you cam't afford to make against is squad the Devine had personaily seen-some "pery postive things
 time In the wake of last Saturday's $23-0$ victory over Pur
duee the Notre Dame cosch can start playing the flip side Red


The Jets converted two of 12 thind-
 What aiso happened was a sloppy
gene with 20 penalities, 12 drawn by
the Broncos. Jhis was a game that Lou Hotzi, the There's no way, he said hater, "I
cound ever prepare a comment for
gume with this result."

$$
\begin{aligned}
& \text { Housecteaning for ramk } \\
& \text { one of the fow to to to make it to } \\
& \text { onother crib, Gotwin turk, asked the }
\end{aligned}
$$ conthned op page 47, coinm

Hunter Gains 200th Victory As Yanks Win By MURRAY CBASS








 first time since liget.
III now seems likely that the Yankees
will clinch the divion
 later this week.
Some August Company
Hunter, who missed his last Honter, who missed his last sched-
uled pith
string ming turn becaice of a hem string mulugele purn in his hise of tee g bained
bis ibth victory against 14 defeais in bis 1Bth victory against 14 defeats in
his woirs season ind he last six ears.
He had been working on a string of five

 has only turee scheduled starts re
maining.
However, Hupter became ouly the
fourth picher in bascball history to

 North caroinan sog hean targer None None
of those three. Won the cy Young


 Won 100, I said noway rm gona wha
200. You gotta have a jot of good plays hehind you and a lot of rums scorid to win that nony.
 Oscar Gamble singled and Mason
doubled them biome. But-there was one good pilay that insured the victory. A Viction for Munson Humber reitired the first nine bsters,
bot Von fosiuat led off the fourth with a single. Robin Yount followed with
 to third. . Wiv With With Sixto Lezcano at bat Murson
called for miek inside fastbil that
drove Lezcano hack from the pate drove Lezcano hack from the plate
Munson frod the ball to Graiz Netter
at
 crucia when Lezcano hit a fly to deep
right hist would have ssored Yount
$M$ unson has pickea off ruaners at Munson has picked off runpers a
ticontinued on page 45. colucici:


[^0]Weming: The Surgean Genarial Has Dexarminad That Cinarecte Smaking s Dangernus to Your Heath

Loss of Haygood Thins Pitt's Quarterback Supply


Crenshaw Wins by Stroke
For 3d Triumph of 'Year










 Mrs. Young Takes Playoff








 And




Gottfried and Ramirez Capture
U.S. Pro Doubles Tournament
 Yarborough Outduels Petty





 to go, passing Petty's Dodge at the top
of the backstreching over his ownalized a airhose duprin



pirc
 We enjoyed





 Tech cut off the Doisett ourside rum so
he hean to work hard mide for most of
the yardage.


 torises pirimary tival for Eistern hon:
Fist peen State lot in weharateris Ons, fame state, lost in wo characteris
tic fastion by making too many nise
takes agamst an ohio State team. that
made


 on the gound Jeff Logan ran for
Upsetter Missouri is $U$ Upset







Buy an Opel anytime and you get a pretty One that's comfortable. Fun to drive. Wellbuilt, And equipped with things like a 4-cylinder 4 -speed manual transmission. Plus redining bucket seats tinted glass and rack and pinjon steering.

But for those of you with.the foresight to . - buy one between now and October 31; there'sa bonus to took lorward to.

Buick will reifiburse you for 200 gallons of 'gasoline.'

And with 200 gallons of gasanda new Opel,
you can do a very sizeable amount of driving. In mas fact, even if you do all your driving in the city, at the estimaied EPA city mileage of 23 mpg , that's 460 miles. And on mileage maj vary depending on tow and where you'drive, the condition of your car and how it. is equipped.

The Buick Opel Special Offer. See.your Buick-Opet dealer: soon for details and make yourt best deal:

You'll get a great Titte car, bull by Isuzu in Japan. And 200 gallons of gas from Buick.

BUCK'S OPE


(Provided yourea 5 lb . package.)

The nationwide overinght door-to-door air express senvice to markets. For next day delivery call: New York (2212) 361-881 (201) $961-5970$, Connectieut (800) 221-6618, Long Island (516)

둧 more Care,
 to ch

## WH <br> Madi


4

# WHIERE WILI YOUBE SITTING THE EVENING OF SEPT. 28TH? 

tickets available at•YNKEE STADITM
MADISON SQUARE GARDEN \& TICRETROR OnNets
as well as Frappom Mational bank • For Information Call: (212) 564-4400
$\$ 200.00$ \$ $\$ 150.00|\$ 100.00| \$ 75.00|\$ 50.00| \$ 25.00$

## Major League Scores


The Standings

| aminican leaque | national league |
| :---: | :---: |
|  | Nem |
| Yorn ${ }^{\text {a }}$ | Cunderi, |
|  |  |
| City 6 chas |  |
| Texs or oivinan 1 |  |
| , |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | 8 |
| Kinuscivity | \% |
|  |  |
|  |  |
|  | San diego |


 tism ruat itind 5. )


$$
\begin{aligned}
& \text { 1 }
\end{aligned}
$$

## 



Belmont Racing

| ENTRIES |  |
| :---: | :---: |
|  |  |
| FIRT-3000, ch, tro ond ua, er. |  |
|  |  |
|  |  |
|  |  |
|  |  |
| 边 |  |
|  |  |  |
|  |  |
|  |  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |  |
|  |  |
|  |  |
|  |  |  |
|  |  |
|  |  |
|  |  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## Yonkers Racing




ReAir Canada flies non-stop toboth Montréal and Toror six times a.day.,"

$$
1
$$



Iir Canadas daily non-stops leave JFK for Montréal at at 8:00 AM, 11:05 AM. 12:55 PM. $5: 35$ PM. 8:50 PM. FC See your rravel agent for details. Cargo space available



## Canada


optob
eal anditer Posts 200 th Victory


Side arpy ${ }^{2}$


7ies Are Defeated by Cubs, 1-0,
r 19 th Loss in Last 25 Games
tinuied From páge a1...
25 innings and hàs not a
25 innings and
Hk in 19 manings.
$\therefore$ Reds 5 Giants 2
NATI, Sept19. (AP) - Pete
to survived a sbahy start,
$=16$ stralght batters as. the 'Reds drafegated batters the the s, 5 -2, thoday. s clinched a tie for the Na-
gex west with the victory.
ELe gue west with the victory.
l-place Eos Angeles Dodgers
teds from winning the divl :eds from winning the divl-
08 -l victory over the AtlanO8. victory over the Atlan-
Nolan and Rawly Eastwick forra. four-hitter with East- C



Mets Down Pirates, 7-6, as Kingman Homers Twice

retrieved the ball, Stearns had reached
thirifter Bud Harrelson
Aft Arater Bud Harrelson lined to Stargell.
Kanepool bated for Nino Espinosa
and Kanepool batted for Nino Espinoss
and stroked the first pitch to 1 inht
to scored Steand to score stearns with the deciding ru
Lockoo Preserves the Lead
 pitching. He struck out Ed ETirkpawtick
Tareras and Moreno in the sevoeth
He struck out itree more Pirate in the
 arror by Felis Millan, left runners on by Starns, and the Pirates. had Post


 In the ninth, Lockwood struck out $\quad$ winner with 15 trimumht.
Are the pirates discouraged?
 But Miguel Diione, a pinch-rumner, was $\begin{aligned} & \text { change. We'll go out tomorrow and try } \\ & \text { thrown out attempting to steal second } \\ & \text { to win one." }\end{aligned}$

## STOGK UP ON MARKIFT NEWS.



DIAT DOT J0LES BPPOBH (212) $998-4141$ Telephone. You'll hear rom New York. the most active stocks and oeess affecting the mosta active stocks and oews affectimg
themarke. All provided by he worlds largest financial news organization,
Dow Joncs.
Dow Jones. Repors are updared hourfy, $10: 15$ a.m. $103: 5 \mathrm{~s}$.m. on welckdays, with
a summary of ihe previous day $9: 15$ to
nominge hear highlights of the day: On ceckends, hear an analls sis of the wieck's reanls. Dial 999-141. li's one Dow Joncs (9) New York Telephone

## OUR LOSS IS <br> YOUR GAIN:  orn ALI-HORTON FGHI stanyrpava cemis TaIPHHONE 2019 988-2734



# Introducing The Credit Account 

## Once you have it, you'll understand credit better, and know how to use it right.

The Credit Account* is pure bank credit. A phone call or visit to EuropeanAmerican can get you the best kind We call it The Credit Account. It separate account. Separate from your checking account. Separate from all other accounts. It's straight credit,
pure and simple. Easy to use. Easy to uuderstand. Jost qualify and we'll make from
$\$ 1,000$ to $\$ 10,000$ availahle to you. Then, whenever you need mooegfor aoy reason you choose-you've

The Credit Account
is a lesson
in using credit to your advantage. The Credit Account helps you use redit right, because it's credil with built-in advautages.
Here are some of the ways credit as it ought to be used.
Use The Credit Account inste Use The Credit Account instead of loans. You'll pay lower interest than 0 aimost any instailmentioan. Use it to pay off other credit that costs you more in interest. Like many redit card accounts, and revolving credit accounts.


European-AmerixanBank

Ram Interception Saves 10－10 Tie With Vikings


Giants＇Attack Held to 214 Yards， Eagles Post First Victory，20－7

|  | later，Borya weot over |
| :---: | :---: |
| next possession，but he did oot touch the ball in the final period． |  |
|  |  |
| ＂When the deferse beats your offense |  |
| that wray＂be said＂Hou dor＇t pelong |  |
|  |  |
|  |  |
| The giant defense broke down a bit |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| reaching for the ball and the free safety Angeles next sunday．He beat me， |  |
|  |  |
| Angeles next Sunday．＂He beat me，＂ lot nf time to throw． |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| into a 42 －yard gain and set up 244 yard field goal by Mullmana with 12 secoods remaining that gave the |  |
| secoods remaining that gave thEagles a $10-0$ lead at intermission． Csonk＇s fumbie in the third quarter |  |
|  |  |
| nake it 13－0 and then the hemsilves，gave．the Eariles |  |
|  |  |
| punt on the New York 15 ．Vioce <br> Paphle，a 30 －year－old teacher who wa playing sandlot football three year |  |
|  |  |
|  |  |
| apot fored Brooks into Robinson and．recovered the fumble on the 3 ．Three recovered the fumble on the 3 ．Trree |  |
|  |  |
| Giants－Eagles Scoring |  |
|  |  |
|  |  |
| $\cdots$ |  |
| \％ |  |
|  |  |
|  |  |
| ；${ }^{20}$ |  |
|  |  |


There are two makes of diesel car sold in America． Ours lists for some $\$ 3,000$ less．


The price difference berween our Peugeor Diesel and a comparably equipped Mercedes 240 p is，： Thaps，he most obvious difference becwien them． Both cars are similar in sive and roominess．Both can be had with many of che same comforts（although， Both cars give you powerassisted four－wheel disc brakes for to have themi）

furst production diesel in 1928，Peugeort has built more than a million lightdiesel engines．
Both he PeugeotDiesele and the Mercedes Diesel give you all hhe operatingecooiomies of an engine chat
has no carburemors to beadjusted and no spark plugs，poins，or condensers so bereplaced．And of a fuel

The significant difference is，Peugeor gives you all this for somne $\$ 3,000$ less couun ming Merc
be irasedarior
 A

| new york CITX | GREATNEC | YOMKERS | Ptrpeasant |
| :---: | :---: | :---: | :---: |
| cokin | Performance Impos | Ruckle American，Koc． zucSouch Brovazay | Jack Hansen Auto Sales 3 k Krider Ave． |
| ${ }^{\text {Metec M }}$ |  |  | ramser ． |
| Peen Moctors Sales \＆ | ${ }_{5}$ | usterco． |  |
|  | HINT | NEWPALT | ， |
| 1118 Pennsthanalaverive | Sporicipe Mopors L d． |  |  |
| fushing | 1244 E JerichoTplce． |  |  |
| Sporsce | RIVERH | NEXU JERSEX |  |
| 退 | Garsen | sarveris | İY |
| Jasalce | ROCKVU | Fors | denasiccarlmic |
| dituldid Ate． | lak | cel R1， | CunuryRrad |
| hhattan | 4 S68iluevicus Ave | Eatontown | WESTHED |
| ot Woir | Smatitoun | Monmouth Motors． Ync ． |  |
| 2701 Lab | R\＆ | 52 Hux 3 |  |
| ns |  | Edewatr | connecticut |
|  | WANAGH | Olympie Forcing $\mathrm{Cax}^{\text {Sax }}$ |  |
| 575 Nauth |  |  |  |
| Statenisland | 3R Sunnse thehuzy | 80 |  |
|  | WESCLCAEST | cramibr | 214 Craetrmod Avenue |
|  |  | ccardiMotos， Inc ． | Stamiord |
| and | Bedfori |  |  |
| тнам |  | Hasbrouck hic |  |
| Peupe | DOBESEERYY |  | STRATFORD |
|  | Overseas Auso Repairs，Inc． 40 Cedar Streer | MORRISTCUN | 2792Main Suret |
| ncher Motor North | NORTHTARRYTOWN | Morritoun Europ | T |
|  | Tappan Motors， | 169 Washongeon Sirect | $6 \Pi$ hal |
| res | pries，Exa Cosss P．O．EDaler | mation induded Opional equir | ddrin |
| MAcual mileage depends on <br> witwocingil average cortpurt | and how you drive，oprional |  |  |
|  |  |  |  |
| Frasale | Forste | Autumbits Whaned 3705 | Statio Wragas L．Emes |
| ， |  |  | FIAT $7012<$ Sidion Wraten 4600 |
|  | Coddy Coupe deville 75 |  |  |
| Hutick |  | SY ANY MAKE，YEAR |  |
| Stin | 越 | OVER BOOK PRIC | \％ |
| Noin |  | Nercedes，Joguorr，Porsches |  |
|  | aman | Monte Corios，Oids PPontiocs |  |
|  | Revininy ink | comp |  |
|  |  | SAVE HUNDREDSOFSS |  |
| Eldorado Co |  |  | Nuns 5 Spe |
|  | $\frac{10410}{}$ |  |  |
|  | WOLF 427E60 NTC 593－2500 | TME |  |
|  |  |  |  |
|  | nus 5 colt | In |  |
|  |  |  |  |
| Coditiloc 76 Eldorado <br> londed，catrlalet lam，wivo mil．wht |  | OCARS FOR EXPO |  |
|  | codn 72 Exiended limo |  |  |
| \％epuncoid |  | y Premium Pric |  |
| CAD 75 Edorado Coni |  |  |  |
|  | LINCOLS Coinhinetital 1976 |  | － |
| Codilicar Eldorado 1975 <br>  |  | Brooklyn Auto Sales 45 St comer 18 Ave，Bklym |  |
| Comactel |  |  | Mercedes 300SK Gullw <br>  |
|  |  0 | on ach |  |
| CADILAC 72 FEETWOOD |  |  | PACSARD PHAETON 1931 |
| Cod 1975 Fleetwood Brougham |  |  |  |
|  | Priro 74， 81595 | WE PAY ALLILENS PUS GME YOUCASH |  |
|  |  | GMCG Corp $212731-4300$ | 既 |
|  | Cappratars－Damestic 3 3704 |  |  |
|  |  |  C |  |

要近

|  |
| :---: |
|  |  |

## 12 Hoili leasi 1977 GRLADA S2610 

##  




Mamiars


## Order your classified

 advèrtisēment through Friday You＇ll be ablé tï ：reach $2,342,000$ weekday Times réadiders
in lhe New plus 588,000 mare，：$:$ coast 10 const a line
only 70 cent additional．：
For more information，
call（212） $0 \times .533$ ： call（212） $0 \mathrm{X} .5-3$
or the regional： or the regional
office nearest you New Jersey： （201）23a：
（516）747－050 （516）747－0500．
White Rlains




About New York
A Blockbuster of a Fight


A Berlitz Semi-Private program can have you speaking and
inking in a new language in a matter of weeks. You meetuptothree new people to speak with in a relaxed, sociable situation. You begin with simple phrases and quickly move on to real dialogue. No
grammar drills, no translating, no competitive testing. Private program available, too. Call for an appointment today



STAMISH










## . Hotice of

 Mondiscrimino


## 



Reaction to District Plan
Advantages of Proposed New Lines Are But Officials Disagree on Changes for Bi


|  |  |
| :---: | :---: |
|  |  |
|  |  |
| TO BUYERS |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| erising pub |  |
| ed on the last |  |
|  |  |
| nouncemen |  |

The brandnew Chicago City Centre. Where we know that to do a better need is a litite pleasure. The pleasure of hoving a privare sports clubright in the building volieyball, swimming pools, a steambath. and a sauna. All at a nominal charge.

(B)

Holeday Dun. CHICAGO CIY CENTRE
Areor ploce to resort to. • 300 Eost Ohio. Chicago, lilinois - Telephone $312-787-600$ • Fhee pakinging



כnomists Sound Off on Boardwalk An Chitrexis Ic Mry. sep thas Tint



 uctamant ane ebse.



ching 5-Year Old-Pupils idamentals of Economics "Big RoNA cibiray


## ROUTINS IRS. AJDIT PRVCLIDD TAX CASE

 OF RX-HRD OF RCASources in Company Say Servic Acted Without Suspecion of Conrad's Failure to File

## by steven ratiner




## A.T.\&T.'s Record Profits Stir Elation and Vexation

## Wall Street is Delighted but Consumer Activists and Competitors Take to the Offensive



Eabor
In Quest of Strike Solutions



Kaiser Foundation Hospitals
Promissory Notes due December 31, 1996

Direct placenentof of he above Notre was negoinued
by tha undenignoed.

The First Boston Corporation






Secured Notes due 1986
Direct placement of these Notes was arranged by the Company with the following institutions



Market Meeting Is Expected
roduce Lower Interest Rates
By JOHN H, ALLAN

nd Meetings Raymond C . Firestone Retires. As Chairman of Tire Company

|  |
| :---: |
| 边 |
|  |
|  |
|  |
|  |




 stone, the founder, to be active in the
management of the $\$ 3.7$ binion interna--
ininal cmmpany.
Actually. the compain's announcement
said, Firestone officers must retire after reaching 65. But the board has the right to extend this age limit by three years
f th chooses. Nn. sucecssor was named
by the company.


Interest exempt, in the opinion of bond counsel for the Agency, under existing laws from Federal income taxer, and, by virtue of the New York State Housing Finance Agency Act, from New York Siate and New York City income tques.

Moody's: A Standard \& Poor's: AA
NEW ISSUE

## \$149,065,000

## New York State Housing Finance Agency <br> State University Construction Bonds, 1976 Series B

Dated October 1, 1976
Due May 1 and Nnvember 1, as described below
naterest payable Novenber 1, 1976 and semi-annually thereafter on May 1 and November 1. Coupon bonds of $\$ 5,000$ registrable as to principal only and fully registered bonds in denominations of $\$ 5,000$ nr any authorized multiple thereof. Coupon and registered boods are interchangeable.

Morgan Guarianty Trust Company of New York, Depository and Paying Agent
The 1976 Series B Bonids are subject to redemption ar described in the Offrial Statement.
The 1976 Series B Boads will be issued pursuant to the New York State Housing Finance Agency Act to fund notes of the Agency issued to finance the cost of certain State University facilities, to make deposits into Project Capitalized Interest Accounts, and to make deposits into Project Construction Accounts.
The 1976 Series B Bonds will be secured, on i parity with $\$ 1,473,345,000$ 2ggregate principal amount of Bonds currently nutstanding and with State University Construxtion Fund, which rentals are further secured by the Rental Reserve Account, as more fully described io the Official Statement

## The Ageng has no taxing power. The State of New York is not liable on the 1976 Series B Bonds and said Boads are not a debt of the State.

Legal investments, in New York State, pursuant to the New York State Howing Finance Agency Act, for the persons, public bodies, innsitutions, insurranc
companies and fiduciaries as set forth in the Offcial Statement. Autborized, in Newn York State, under the applicable provisions of the State Finame Laut for deposit witb the State Comptroller to secure de posits of State monies in banks, trust comp panies and industrial banks, and to seciure the release of amount retained froin payments to contrattors performing work for the State or for any State department or offcial. Eligible for purchase, dealing in, underwrit
ing and unlimited bolding by ing and unlimited bolding by national bank.

AMOUNTS, RATES, MATURITIES, PRICES
$\$ 18,310,000$ Serial Bonds


These 1976 Series $B$ Bonds are offered when, as and if issuned and received by the anderwitiers, subject to prior sule, to witbdrawnal or modifciation of
the offer rithoutt notice, and to the approral of legality by Messrs. Mudge Rose Gutbrie \& Alexander, bond counsel to the Agenc): It is expected Bonds in defnitive form will be available for delivery in New York Citt, New York, on'or about October 1, 1976. The offering of
1976 Series $B$ Bonds is made by means of the Ofrcial Statement, copties of which may be obtained in jurisdictions in whicb



Bache Helsey Stuart Yne.
Chemical Bark Bankers Trust Cnmpany


 Lazard Freires \& Co. Lehman Brothers : Loch, Rhoades \& Co. Marine Midland Municipals Mercantile Trust Company N.A W. H. Morton \& Co. National Bank of North America The Northern Trust Company John Nuveen $\&$ Co. Paine, Webber, Jackson $\& 4$ Curis

 Adams, McEntec \& Company Allen \& Company BancNnerhweat Barr Brothers \& $\mathrm{C}_{\mathrm{O}}$ Inc. J. C. Bradford $\&$ Co. Ehrlich-Bober \& Co. Inc Fahnestock \& Co. Faulkner, Dawkins \& Sullivan, Inc. First of Michigan Corporation Lebenthal \& Con, Inc. Mathews \& Wright is Con, Inc

 Bamon Credito Butcher \&\& Siager Coogan, Gilbert \& Co. Langdon P. Cook \& Co. Craigie Incorporated
 The Illinois Compainy . $\quad$ Jesup \& Lamont Municipal Securities McDonald \& Company Moore \& Schley, Cameron \& Co Moseley, Fallgarten \& Estabrook Inc. National Bank of Commerce Nationnl Boulevard Bank The Ohio Company Park, Ryan, Ync

 R. D. White \& Company Anderson $\&$.Strudwick Baird, Patrick \& $\mathrm{Co}_{\mathrm{r}}$ Inc. George K. Baum \& Company, Inc, Bruns, Nardeman, Rea \& $\mathrm{C}_{0}$ The Chicigo Corporation Colin, Hocistin Co. Hemilton Cooke Co. F. B. Cooper \& Con Ync. Cowen \& Company
 Elkines, Stroud, Suplee \& Co. First Albany Corporation Gibralur Securiies Co. Glickenhaus \& Co. Grunal \& Co


Morgan, Keegan \& Co, Inc. Northrup Municipals Inc. ONeil \& Feldman, Inc. D, A. Pincus \& Co. Samuel A. Ramireaz \& Con Inc. Rausches Pierce Securities Corporation Riviere Seccurities Corporation Simpsout, Emery \& Company SoGen-Swiss International Corporatioi Sterling Grace Municipal Securities Corp. Stoever, Glans \& Co. Inc. Toliner $\&$ Bean, Inc. UMIC, Inc. Underwood, Neubaus $\&$ Co Valerinno \& Company Wilson Whics, Belf, Lake, Rocblin \& Co. Zahner and Company A. W. Zucker \& Co.


TIME this year has received more awards for editorial excellence than any other magazine.


IS LABOR A PROBLEM?

WEST VIRGINIA MAY HAVE THE SOLUTION!
Industrial representatives from the
State of West Virginia will be in the N.Y. metro area the week of
Seot $20-25$ tiscuss with leadars of the manutacturing sector how labor and transportation
costs are being reduced in the costs are being
Mountain State.

To learm the WHOLE STORY
Call: Paul Stewart, Director
Cal: Paul Stewart, Director
Coliect at $304-348-2234$.
Rest assured your inquiry will be


Advertising
Marx Toys Is Switching to Marschalk
By PRILIP I. DOUGHERTY The summer doldrums have. passed
and the pace of the advertising busi-
ness is starting to quicken even before ness leavies begin to turn. The big news today is that Marx Toys,
which got a new owner in April now
has a new agency as well. It will be whac a new agency as well. It will be
switching its s5 million acount to.
Marschalk, one of the . Interpublic
 been at Ted Bates \& Company, which
billed s604 milion last year and which
anso was the Mara acency from 1958 to
1794 when Marx still had its original
owners.






 merly vice president-sales of Mattel was
brught in a vive president-sales and
marretion. Mr Butber and Mr. Alotr
visited the five finalist agencies for uieir presentations.
Russel Kahi, the new ad manager,
cited as other factors wat led to the

 s85 million percent in biungs to about
Not all of its accounts are inbound.
Two Coca-Cola brands are beaded out


 Especialy interestisg is that for first
time the Aluanta-based soft drink tiant
has assigned a major brand to a homehas assigned a major brand to a home-
townagency.
"It is boost for the agency, and
for the South for the South, said Michael G. Mc.
Donald, president of the geency and a
Mccann and McCann and Marschallk alumnus.
Bat what are are the natlonal political
ramifications?
Better Natured Coffee
 freeze-rrired coffee in its product line.
is ging into twe test markes with a
new brand called Sumbise the new brand called Sunnise. It contains
chicory ilong with the coffee. and the
claim is that it is less bitter than regular coffee. The idea is to appeal
to the under-35year-old market that
is thought to be torned ort by the
bitterness tonder the product's name
 bitter."
Alhough the Leo Burnett Company
bandere the Nescatitana Tataters Conice
brands sunise is being introduced by bandies the Nescaft and Taster's Chioice
brands Sunise is being introucued by
N.W. Ayer ABH Luternational, a comN.W. Ayer ABH Internationestec agen-
parative newcomer to the Neple
cy inepe
The test markets are the Grand RapThe test markets are the Grand Rap-
iss. Mich. and Spokan, Wash, areas
and plans call for aviertisin in local
Sundian newspaper surplemento and
heavily on television. In addition there
 Win be saiuration sampling, coupon-
ing and point of sales promotion
Nestle, with an estimated 10 percent

Case \& McGrath Gets .
Banquet Frozen Foods Case \& McGrath has won the Banquet Frozen Foods account that had
been handeded by the Walter Thomp-
son Cont Billiges are in the, 53 seen handeded by the J. Walter Thomp-
son Company. Billings are in the. 53
million area. million area,
Banquet a division of RCA that Banquet, a division of RCA that
competes againt Morton, a subsidiary
oflt continental, and Swanson, a
subsidien subsidiery of Campbeil Sonp, sells
about 100 titems in the chicken, entree
(on the tray or in the bag)
cated dersert The St. Louis-based company orig-
inally inally ytaiked to to 14 agencripas and orig-
that
was to three finalists, each of which was paid an unspecified eace of whe which
avvertising for is presentation Bane
quet also quet also supplied the marketing
strategy.
The last time that Case \& Mecrent
 it won the Mennen Skean ago when
news. That trime too. in Haser brom
Waite
tistory repeats.

Firehouse Debut



 teer. their families and fire buffs
generally.
A. subscripion solicitation mailing of
300,000 pieces in July , Mr. Bull re
 today. to say that the magazine is
Buit tion a house afire gight be
goinsidered cutesy. Supermarket Attitudes An important buride between the
packaged goods manuacturer and the
consumer ponsumer is the supermarket buying
committee what that decides which
products will be dispopyed on preciows
 of the things they are ioterested in.
Foote cone \& gelding interviewed
24 grocery $\begin{aligned} & \text { executives and reports, in }\end{aligned}$ 24, grocery executives and reports, in
part that televion has become the part, that television has become the
most inifuential medim in presesta-
tions of advertsing programs to buyers. tions of advertsing programs to buyers.
It also notes
Me mediar language must be mase notes, 'Media language must
derstoo simpler and morer reatiy un-
dig national numbers and derstood. Biig national numbers and
superiative ciams no longer mpres
retailers. They have become insensitive
 they don't understand.".
welcome to the club.
Simplicity to Scali
 more than s1 mililon a advertising budget. tr had, heceane, claves.
about 10 years. Daniel $\&$ Charles for Accounts
People Care a bome beallth organiza-
tion, to zakin \& Comertord. People Helen Irwin appointed advertising
director of Womensports Magaine.

"Ah, the beach" Patand George Bremerhat a In fact it dbe hard to say who enjoyeditmost The artine that took them
there? The hotel they stayed at there? The hotel they stayed at ${ }^{\text {an }}$ the trip?
When you adyertise travel services in The Boston Globe,
it's aholiday for everyone After all wifh more than 1,200, 000 dinly readers,
The Globe fills more planes boumd for exotic BOSTON SIO
locations than any other $\underset{\substack{\text { The Boston } \\ \text { A paper that's }}}{\substack{\text { medious. } \\ \text { is }}}$ Shaninel gong places. The NO advertising medium in Boston.


सFOnly Air Cana can fly you from New York to 31cit in Canada.57

The nationwide overnight door-to-door air express service to 130 majo markets. For next day delivery calt: New York (2212) 361-8811, Newark
(201) $961-5970$, Connecticut (800) $221-6618$, Long 1 siand (5i1) $447-4880$.

# NEW YORK 

 to ATLANTA


What's the latest on the Squeeze?
All three networks, according to the Wall Street Journal, are "virtually sold out' of prime evening time through next year's third quarter, at prices $20 \%$ to $30 \%$ over last year."

Prime time, daytime or fringe, it's. a runaway-seller's market:

Clearly things aren't getting any better:

That's why Newsweek has put together this handy TV Squeeze Kit. It's filled with facts and figures and useful information that can help you not only survive in the TV Squeeze, but actually come out ahead of the game. Here's what it includes:

1. The TV Squeeze. How to beat it.

This comprehensive guide, based on Newsweek'snew multi-media presentation, follows televisión from its infancy up through the current years. You'll see how the Squeeze happened. You'll learn what sensible alternatives exist.

## 2. The Magazine/Television

Mix in a New Perspective.
This bröchüre discusses how print and television complement each other Drawing on the recent W.R: Simmons study, "Media Imperatives," "it shows how magazines and TY; when used in combination, can give you more GRPs for your money while decreasing your cost per thousand impressions.
3. A Guide to National Media.

This pocket guide puts television and magazine costs and figures tight at your fingertips.
4. Reprints of selected Newsweek advertisements.

In these informative ads, Newsweek analyzes
med From Page 48 year, should be available
rivate invesment, foreign-

adectre of somess sibiba


 ning tocay
to heifht
to tis of amicabe day garbitration permanenty n.arb
Was ofors. 2 ward
n. Headth is caused to the sick by resolve all future dead$s$ sary to freeze wages fo
nd to limit
higher pay in never again fict 1 arbitrator has vexecutive Il workers, There is onty jur members have every our. "We've tried bindim
odid doesrit work for
ils, for their part." ${ }^{1}$ cillts mandated squeeze them to ould necessitate layoffs
Its Unionize employes
pal stof-livinitale pay raise last

Scearce, whose post a Service carries a built-in
be optimistic or-management relations
Ie useful new peace tool
and it is a hilghy struc ple oo both sides in comre doing wrong and then
goals
jeind $\begin{cases}\text { He trouble spots through } \\ i, & \text { hicatioul and cooperation } \\ \text { it asis. }\end{cases}$ in already being used in

 COEGGADTON SLENS POLIGIF
 the actual media schedules of companies that advertise heavily in television, and shows how adding more magazines can helpincrease GRPS without an increase in budget

Add Newsweek. Beat the Squeeze


## Before things get worse, send for ourfreeTVSqueeze Survival Kit.

5. Your official Newsweek lemon (or lime) squeezer. Perfect for taking out your TV Squeeze frustrations.

The TV Squeeze Survival Kit is yourś, absolutely free-compliments of Newsweek. Write us on your business letterhead, or just fill out the coupon and mail it today. It's your first step towards beating the Squeeze.
-



Teaching 5-Year-Olds F

| Continued From Page 48: | and kiderger |
| :---: | :---: |
| Dr. Kourisk pointed out that. Whien |  |
| dergaten pupili complieted the pro- |  |
|  |  |
| the same test before attending an economic education workshop. |  |
|  |  |
|  |  |
| Educators at the conference clvim the gim of teaching, economics. to kin dergarten pla |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Supplementary Over-Counter Listings |  |
|  |  |
|  |  |
|  |  |
|  | , |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| ather |  |
|  |  |
|  |  |




Hex



THE N







## 

NEW YORK TIMRS, MONDAY, SEPTEMBER 20.1976 YOKh TIMRS; MONDAY, SERAMBER 20, M976,


THE NEW YOKR TINES，MONDAY，SEPTEMBER 206， 1975


| Wpowner |  | muta | mbWata |
| :---: | :---: | :---: | :---: |
|  |  | ASST BUYER Mens＇Furnishings TOP SALARY |  |
|  |  |  |  |
| $25 W 145 t$ |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Employ Center Bildg pand <br>  <br>  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Brody Agency 24MKDSSONYY： 889.5100 |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| 祭位，Hestavinst 25 |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Gevile |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Send resime maludng Sllary hisiay 10 Ms． PRAMUS，N． 07852 |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| ACCOUNTANTS ACCBy |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| ACcominms SREmis． |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | － |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| 为 |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  | 边 |  |
|  |  |  |  |
| ACCTS PAYABE |  |  |  |
|  |  | $\mid$ |  |
|  |  | 30 ${ }^{\text {a }}$ |  |
|  |  |  | \％ide aricl |
|  |  |  |  |
|  |  |  | ame wark |
|  |  | $\frac{1}{40}$ | areme |
|  |  |  |  |
|  |  |  |  |
| NOWbe．Order your classified advertisement fuil rm，Monday through Friday． |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Times＇readers in the New York area．． plus 598，000 more，coast to coast，at only 70．cents a．line additional． |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| r more information，call（212） $0 \times 5$－3311 the regional office rearest you． |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| fraveurllork itmes |  |  |  |
|  |  |  |  |
|  |  |  |  |















|  |  |
| :---: | :---: |
|  |  |
| \% |  |
|  |  |
| SCHOOL SALES |  |
|  |  |
|  |  |
|  |  |
| mranice hal |  |
| SHOESSLESM M/F <br> $4 x^{2}$ |  |
|  |  |
| STATONPR RTOY' |  |
| Sutilizhowe |  |
|  |  |
|  |  |
|  |  |
| Theprion Esite |  |
|  |  |
|  |  |
|  |  |
| Tile Tiphonv Sile |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| crivathens <br> TMAnYeD |  |
|  |  |
|  |  |
| Q2, |  |
| Stufumimiderese' 301 |  |
|  |  |
|  |  |


四

|  |
| :---: |
|  |  |


|  |  |
| :---: | :---: |
| Ficuke |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Emenche |  |
|  |  |
| Cill |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| 2atios 5 |  |
|  |  |
|  |  |
|  |  |
|  |  |






?



## 

 FOR SALE

 $\xrightarrow{\text { Ong }}$

\author{

}


## 













| Shipping/Mails |
| :---: |
| Outrong |
| 20x |
|  |
|  |
|  |
|  |
|  |
| ater |
|  |
|  |
|  |
| , minmex iol |
|  |
|  |
| demmemme |
|  |
|  |
| \% |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
| and |
| cumidim |
|  | TV Lighting Expert for Debates Hopes Work Will Not Be an Issue


| by les brown |  |
| :---: | :---: |
|  |  |
| sidential debates is that his work go | issue Lighting for televisioo involves |
| unnoticed hy everyoo.e. |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| of these debates. as it had - aloog with make-up and room temperatures - in of 1960. |  |
|  |  |
|  |  |
| ofe rist <br> After that event certain advisers to |  |
| didate might have been deliberately put at a disadvantage hy those who cootrol the cosmetics nf the medium, of which |  |
|  | ma |
| the cosmetics nf the medium, of which lighting is one. <br> With Nixoo in 1960 |  |
|  |  |
| For the oext three debates, both Mr. Nixoo and John F. Kennedy had in their |  |
| eotourages their own make-up artists andlighting specialists. Meanwhife: Mr. Nixon's aldes saw to it that the studio temperatures were kept low, so that thecameras would not find the candidate |  |
|  |  |
|  |  |
| The lighting specialist who traveled wlth Mr. Nixoo in 1960 was Mr: Fioren- |  |
|  |  |  |
| tino. He bas since designed the televisio lighting for Presidents and candidates of both parties. |  |
|  |  |
| In this years face-to-ace eneomens | Four Are Killed and One Su |
|  |  |
| the television screen, that deep-set eyesare oot made to seem deeeper that doubla are oot made- to seem deeper, that doubiachins are oot accentuated and that facial shadows that might suggest a sinister personality are eliminated |  |
|  | OAK RIDGE, La, Sept 19. (UPD-Foug |
|  |  |
| 'packaging tricks but pertecty accept able, good production practics,' ${ }^{\text {Mr }}$. Fiorentino maintains. <br> "The purpose is not to make the can- | A |
|  |  |
|  |  |
| "The purpose is not to make the candidates appear more attractive than they are hut rather to allow the public to see |  |
| these men as close as possible to the way they look in real life.' <br> Cites Heavy Pressure on Event | the Oregon Stat--Louisiana State footbeil |
|  |  |
|  |  |
| the simplest of tasks, because he has done it hundreds of times in a 25 -year | 3r.40. 40. |
|  | sional foothall player, Joe Sidney Carter 45, and James L. McLendon, 47. |
|  |  |
| oo edge "This ooe will oot be easy," he said, "because of all the pressure pot oo the event and because of what is at stake This is not just anoter episoad ofter Meet the Press' and these are oot, atter all, two ordinary people going oo television." <br> The liehting" he weot on "must not |  |
|  |  |
|  | Carey Names Banking Aide |
|  |  |
|  | ALBANY, Sept. 19 (AP)-Goverrar Carey has named a former assistant de |
| call attention to litself, must not drama- |  |
| tize the appearance of anyooe and shouldn't in any way distract the viewer from what is being said. The job is oot to |  |
|  |  |
|  |  |

## Monday at 8 P.M. The Adams ChroniclesChapter 1

Another opportunity for you to see the Great American historical series that won 4 Emmy. Awards.

Monday at 9 P.M.
In Performance at Wolf Trap
La Traviata; starning Beverly Sills. Conducted by



WNET/13 PBS



## Radio





## NNILLE

# 999 businessleaders answered these questions. Now it's your turn. 

Erdos and Morgan recently surveyed 999 business leaders to find out what they thought of Business Wees, Forbes and Fortune: All were upper management executives of the top thousand industrial companies-chairmen, presidents vice presidents, treasurers, secretaries and comptrollers. What were their opinions of the three magazinest trst see what your opinipis are. Then compare:

1. Which one contains the best writing?

Business:

Forbes
$\square$
$\square$
2. Which one is the most authoritative?
3. Which one best keeps its readers up-to-date on business events?

4. Which one carries the most interesting advertising?

$\square$

5. If a major story were to be done about your company, in which one would you most like it to
 appear?
6. Which one is easiest to read?
7. Which one has the most persuasive advertising?
8. Which one is least accurate?

## Exposure vs. communica <br> For an advertiser, its the difference hetv

 exposure and communication. Sure, you can space in another magazine and your ad will tain number of times But raning àn ac same thing as getining youi. off the page anid into th the reader That's comar and its the difference ! good advertising invest one tiat's not-so-good.When you want to cate with the most impl ple in businiess, inobody to The top like Fortune,

Look at the box and compare your answers with the answers the 999 business leaders gave.

Chances are they're preity close. Because most people in business and advertising-when they stop to think about it-just naturally assume Fortune is a notch above the others.

Most authoritative? Best writing? Fortune, of course. Where would you most prefer to see a major story on your company appear? Where else?

The surprises.
The surprises came when these executives were asked about advertising.

Why did $59 \%$ of them think Fortune carried the most interesting advertising, compared with only $20 \%$ for Business Week and $10 \%$ for Forbes?

Why did $45 \%$ of them believe Fortune had the most
persuaasive advertising, against: $22 \%$ for Business Week and $12 \%$ for Forbes?

Why these overwhelming differences in the way they perceive advertising when very often the same advertising runs in all three magazines? Clearly, the decision makers think Fortune is different. It's not
just another business magazine. Its just another business magazine. It's up there by itself.

They take Fortune more seriously. They have respect for its authority...its accuracy, its depth, its importance.

They pay more attention to whatever is in Fortune...the stories and the advertising.

That's the unique Fortune environment at work.


$\square$


子里


[^0]:    No wonder Carlton is
    fastest growing of the top 25 brands.

